

Yuls Walters

Principal Product Designer

Product Strategy • Systems Thinking • AI Innovation • SaaS Scale

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Industrial Design Engineer with 13+ years designing and scaling SaaS products across HRTech, Healthcare, E-commerce, Mobility, and platform ecosystems. Specialized in complex systems, product strategy, and organizational scale.

I combine systems thinking, business strategy, and AI-native product design to drive innovation, cross-functional alignment, and scalable execution.

At Zalando, I champion AI-native workflows, accessibility, and stronger Design–Engineering collaboration to accelerate delivery and improve product quality.

Experience



Zalando

Product Designer — Platform & Design Systems

2025 - Current. Berlin, Germany.

Driving design system evolution for Lounge by Zalando, enabling scalable, accessible, and consistent product experiences across teams and platforms.

- Scaled reusable design foundations through component standardization and cross-platform governance
- Established Design–Engineering workflows that accelerated delivery and improved consistency
- Support accessibility enablement and AI-native workflow innovation to accelerate prototyping and team efficiency



Professional Sabbatical

2024 - 2025.

Focused on personal development through yoga teacher certification, intensive German studies, and long-term career reflection. Strengthened leadership perspective, communication, and sustainable performance practices.



Personio

Senior Product Designer — Time Tracking Domain Lead

2022 - 2024. Remote - HQ. Munich, Germany.

Led product design for Personio's Time Tracking domain, a highly regulated multi-country product space spanning complex workflows, business rules, and legal constraints.

- Joined as the first Senior Product Designer and helped scale the domain as the product organization expanded
- Designed scalable systems for complex multi-country workflows and regulatory requirements
- Drove cross-functional alignment across Product, Engineering, Research, and Operations
- Enabled expansion across 3+ markets through localized research and product adaptation
- Mentored designers and defined operating models to improve collaboration and execution velocity



Jimdo

Senior Product Designer — E-commerce Domain Lead

2020 - 2022. Remote - HQ. Hamburg, Germany.

Led product strategy for Jimdo's E-commerce domain, identifying growth opportunities, improving adoption, and strengthening Product-Market Fit for thousands of SMBs.

- Drove strategic discovery across user research, analytics, and experimentation
- Aligned business goals, customer insights, and technical feasibility into product strategy
- Shaped product vision, experimentation frameworks, and adoption measurement

Jimdo

Product Manager (Interim)

2021 (Feb - Aug). Remote - HQ. Hamburg, Germany.

Temporarily assumed Product Management responsibilities while continuing as Senior Product Designer and E-commerce Domain Lead.

- Defined product goals, KPIs, and adoption strategies
- Established measurement frameworks for Product-Market Fit and engagement
- Drove strategic alignment across Product, Design, and Engineering



Wunder Mobility

Senior Product Designer – Carpooling Domain Lead

2019 - 2020. Hamburg, Germany.

Led UX for enterprise mobility and carpooling products serving organizations including Lufthansa and PwC.

- Designed complex enterprise workflows, IA, and validation strategies
- Aligned stakeholders across operational and user experience priorities
- Mentored junior designers and strengthened design quality practices



Jung Von Matt/Tech

Senior User Experience Designer

2019. Hamburg, Germany.

Led UX strategy and digital experience design for global brands including Hyundai, BMW, and The Supreme Committee for Delivery & Legacy.

- Designed large-scale platform experiences
- Contributed to enterprise digital transformation initiatives



Huli

First Designer & Head of Design

2013 - 2019. San José, Costa Rica.

First designer at a pioneering digital healthcare startup, helping scale the organization from early-stage growth into international expansion.

- Built and led a multidisciplinary team of 10 designers across the healthcare ecosystem
- Partnered with executive leadership on product strategy, business direction, and UX priorities
- Supported regional expansion, including launching operations in Mexico
- Defined digital healthcare experiences connecting patients, providers, clinics, and insurers
- Established scalable design processes and cross-functional collaboration practices

Expertise & Skills

Product Strategy

Product Discovery • Systems Thinking • UX Strategy • Service Design • Experimentation Strategy

Leadership

Cross-functional Leadership • Mentorship • Hiring • Stakeholder Alignment • Facilitation

AI & Innovation

AI Transformation • Rapid Prototyping • Human-AI Collaboration • Workflow Innovation

Tooling

Figma • GitHub • Jira • OpenAI • Claude • Gemini • VO • Lovable • Maze • Miro

Education

M.Sc. Innovation Economics, Management & Technology — Universidad de Alcalá

B.S. Industrial Design Engineering — Tecnológico de Costa Rica

Interaction Design Exchange Program — HfG Schwäbisch Gmünd

Certifications

Google — Introduction to Generative AI

NN/g — Application Design for Web & Desktop

IBM — Enterprise Design Thinking Co-Creator