



Eder Rengifo

Senior Product Designer / Developer

Portfolio: portfolio.ederrenigfo.com

Email: rengifo.eder@gmail.com

Location: Lima, Peru (Open to relocate or remote)

LinkedIn: www.linkedin.com/in/ederrenigfo

Blog: ederrenigfo.com

Professional summary

Senior Product Designer with 12+ years designing B2B and B2C SaaS products end-to-end across global markets. Led design for the WordPress platform, shaping tools used by millions, and explored new business opportunities across the Automattic ecosystem. Specialize in 0-to-1 product design, design systems, and AI-augmented design workflows using AI tools to accelerate prototyping and research synthesis. Fluent in Figma and Framer, and comfortable working directly in codebases to prototype, experiment, and refine details alongside engineers. Partner closely with business stakeholders, engineers, and data analysts to turn complex problems into simpler and measurable outcomes.

Work experience

Senior Product Designer

Automattic | Remote | May 2021 - Present

- Co-led design of AI features for the WordPress Gutenberg editor, which became Jetpack's highest-revenue tool in 2023
- Led the redesign of Jetpack social sharing, lifting shares per user by 73%
- Designed and shipped a reusable analytics component system adopted across multiple Automattic products, reducing design-to-ship time for data-heavy features
- Drove design across Jetpack monetization and retention initiatives, partnering with engineering and data teams to improve plugin revenue and reduce churn
- Led design for AI-powered improvements to Automattic's internal support ticket processing.
- Led early adoption of AI tools into prototyping and research workflows, contributing directly in codebases to refine production details alongside engineers.

Product Designer → Design Manager

Able.co | Remote / Lima | Aug 2015 - Apr 2021

- Led design for an internal platform supporting the company's software development process, used by 6 teams replacing Asana and Trello.
- Introduced Design Sprint methodology on a flagship project; later adopted as a standard practice across the company
- Designed and validated products across fintech, healthcare, and productivity domains for multiple VC clients, owning research, wireframing, and UI through delivery

UI / UX Designer

p2h.com | Remote | Apr 2013 - Jul 2015

- Led UX and UI design for digital products at mid-to-large enterprises across e-commerce and SaaS clients in Europe, North America, Asia and Middle East

Web Designer

Xubliminal | Remote | Apr 2012 - Jul 2013

- Collaborated in the design of websites for small and medium size clients for United States and Europe.

Earlier: Graphic Designer, Xstudio (Trujillo, Peru), 2010–2011

Skills

- **Design:**
 - Figma, Framer
 - Prototyping and interaction design
 - Design systems
 - Data visualization
 - Information architecture
- **AI & build:**
 - Claude code, Cursor
 - Research with LLMs
 - React
- **Development**
 - HTML, CSS, JS
 - React, Ruby on Rails
 - Swift, Swift UI, SpriteKit
 - Git/Github
- **Methods:**
 - 0-to-1 product design
 - Project management
 - Design systems and design sprints
 - Shape up methodology

Personal projects

- Datalink - Figma plugin that generates realistic test data and syncs with Google Sheets, helping designers populate prototypes with believable content for usability testing.
- Gradientify - Web app and Figma plugin for generating and animating gradients with code-ready output.
- CC1 - Music composition tool that turns the computer keyboard into a chord-progression instrument; designed and built end-to-end. iOS app and VST in the making.

Education & continuous learning

- Self-directed study in product design, interaction design, and front-end development through industry resources, coursework, and on-the-job practice since 2010.
- Business Administration (incomplete) | Universidad Privada Antenor Orrego | 2007–2009