JOHN TORRES

Design Leader | Enterprise SaaS | DesignOps & AI Workflows

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PROFESSIONAL SUMMARY

Sixteen years designing complex enterprise SaaS products, with a systems-thinking approach to user-centered design. At Nutanix, I owned product design across the full platform — scaling shared design foundations across teams, conducting user research, and partnering closely with engineering on design QA and handoff to deliver accessible, high-quality experiences at scale. AI-native workflow, 6 US patents plus 1 pending, and a proven track record of turning ambiguous problems into scalable solutions. Open to Head of Design, Director, and Principal roles on enterprise B2B products where craft, cross-functional collaboration, and measurable impact matter.

CORE COMPETENCIES

UX & Visual Design, Prototyping & User Research, Enterprise Software Design
Scalable Design Foundations, Accessibility at Scale, Inclusive Design
Design-to-Code Handoff, Figma & Framer, Design Tokens & Style Guides
Cross-functional Collaboration, Stakeholder Alignment, Creative Direction
Product Strategy, DesignOps & AI Workflow Tools, Visual Systems & Brand
Mac & iOS App Design, Hardware UI Design, Design Leadership & Hiring

PROFESSIONAL EXPERIENCE

Sr. Design Manager, Visual Design & Design Systems | Nutanix | San Jose, CA (Remote) | 2020 – 2026

Enterprise infrastructure & cloud software — HCI, AOS, Prism Central, and the full platform portfolio

- Managed a 15-person global visual design team covering the full Nutanix product suite across dozens of concurrent workstreams
- Scaled design across the full product suite by growing early component libraries into an org-wide design system; adoption cut estimated UI development time by roughly 3x
- Started an accessibility program from zero — audits, design system reviews, and training designers to catch issues before engineering ever touches them
- Brought AI into the design workflow before it was standard practice — built tooling integrations into daily operations and wrote and taught an internal course on AI tools for designers
- Used Figma and Framer for everything from live interactive prototypes to shareable component documentation that non-designers could navigate
- Presented design strategy at the executive level and worked directly with engineering leadership to keep priorities aligned across fast-moving product cycles
- Six US patents granted and one pending across the tenure — design and functional — covering UI interfaces, hardware design, and infrastructure data visualization

Staff Product Designer | Nutanix | San Jose, CA | 2018 – 2020

Staff-level IC — design systems consistency, cross-product leadership, pre-management design ownership

- Two years at the staff level before moving into management, taking on design lead responsibilities across multiple product teams while staying heads-down in the craft

- Pushed for visual consistency across product lines at a time when each team was doing its own thing; laid groundwork for what became the formal design system
- Mentored junior designers and got into the detailed component specs work — the handoff quality that actually makes the engineering relationship function
- Contributed to early patent filings for hardware UI and infrastructure visualization concepts

Senior Visual Designer | Nutanix | San Jose, CA | 2014 – 2018

Individual contributor — visual design, brand standards, and hardware UI across enterprise infrastructure software

- Set the visual design bar for Nutanix software: style guides, component patterns, and standards that kept consistency as the product scaled
- Designed Nutanix Soft, a custom typeface built for the product UI — readable at small sizes, on-brand at large ones
- Worked across hardware engineering, PM, and software — unusual scope for a visual design role and deliberately pursued

Designer | EF Education First | Shanghai, China | 2012 – 2014

Global learning platform — consumer product and marketing design across international markets

- Designed digital product and marketing assets for one of the world's largest international education companies, working across teams in multiple countries

Marketing Designer | Hansel & Gretel | Quito, Ecuador | 2009 – 2012

PATENTS

6 US patents granted and 1 pending (4 design, 3 functional) — UI interfaces, hardware design, and infrastructure data visualization. USD922412S1 · USD901511S1 · USD826952S1 · USD826239S1 · US10721121B2 · US20200186423A1 (pending) · US10616707B2

PUBLICATIONS & THOUGHT LEADERSHIP

Design Systems & Accessibility — Case study: scaling the Nutanix design system *Nov 2021*

AI & Design — Figma Executive Forum on AI in Product & Design *Oct 2023*

TOOLS & TECHNOLOGIES

Figma, FigJam, Framer, Sketch, InVision, Protopie, Miro, React, TypeScript, Storybook, Tokens Studio, Chromatic, Zeplin, Principle, Amplitude, Maze, Xcode, SwiftUI, HTML, CSS, Git, GitHub, Jira, Confluence, Linear, Notion, Slack, Asana, Adobe Creative Suite, ChatGPT, Claude, Claude Code, Codex, Gemini, GitHub Copilot, Cursor, Midjourney, Adobe Firefly, v0

EDUCATION

AI Fluency: Framework & Foundations

Anthropic – Jan 2026

Become an AI-Powered People Manager

LinkedIn – Jan 2026

Universidad San Francisco de Quito

Marketing Major – 2004–2009