

XAVIER OSUNA

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Staff Product Designer

Staff Product Designer with 20+ years of experience designing marketplace, event, ecommerce, and consumer product experiences across web and native platforms. Currently leading design at Peatix across product strategy, UX systems, user research, and cross-functional execution for a global event marketplace.

Work History

Peatix | Staff Product Designer

2015 - Current

- Led major redesign efforts across Peatix's discovery and event experiences, contributing to a 28.1% lift in conversion and an 18.7% increase in session length through improved UX, product clarity, and brand messaging.
- Drive user research, usability testing, and A/B testing across Japan, Singapore, the United States, and Malaysia, translating insights into product decisions for a diverse global user base.
- Partner with product managers, engineers, marketing, and leadership to define problems, align priorities, and ship high-quality product experiences across web and native platforms.
- Create wireframes, prototypes, interaction flows, and high-fidelity designs to communicate product direction, validate ideas, and support engineering implementation.
- Own and evolve Peatix's design system across web and native platforms, helping teams create consistent, reusable, and scalable product experiences.
- Mentor designers through critique, design sessions, 1:1 guidance, and career development, helping raise the quality of design execution across the team.
- Facilitate workshops, training sessions, and knowledge-sharing programs to improve design literacy, collaboration, and product thinking across the company.

TapFury | Senior Product Designer

2011 - 2015

- Redesigned TapFury's web and native app experiences using quantitative and qualitative insights, contributing to profit growth from $2M to $3.78M within eight months.
- Implemented and refined design processes that improved team efficiency, reduced design iteration cycles, and helped save time and resources.
- Managed a two-person design team and partnered with developers to launch multiple products on time and within budget, supporting the company's broader product and business goals.

Sony | UX Designer

2010 - 2011

- Led UX design delivery for new ecommerce experiences, including Doubleday and Woman's Day, from concept through launch.
- Partnered cross-functionally with engineering, product management, and marketing to align design direction, improve handoff, and support cohesive product development.

Barnes & Noble | UX Designer

2006 - 2009

- Designed and helped launch flagship learning products including SparkNotes and Quamut, contributing from early concept through final release.
- Led a small design team through the end-to-end design process, including product concepting, UX direction, and launch execution.
- Championed user-centered design practices to create clear, useful, and accessible learning experiences for students and readers.

Education

Hofstra University, NY

- BBA - Computer Information Systems
  - Taught students and faculty web design and website creation while completing my degree.

Certification

Designership

2022 - 2023

- Certification in User Research
- Certification in UI Design & Design Systems

General Assembly NYC

2014

- Certification in Product Design