Gustavo Szuchman

SENIOR PRODUCT DESIGNER

Enterprise UX & AI-Assisted Product Delivery

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U.S. Citizen | Authorized to Work in the U.S. | Fully Remote

Professional Summary

Senior Product Designer (UX/UI) with 15+ years designing enterprise applications, complex workflows and B2B SaaS platforms for insurance and financial services. Hands-on across the full design process: turning user research and business requirements into information architecture, user flows, wireframes, interactive prototypes, design systems and developer handoff. Collaborates closely with product managers, engineers and business stakeholders in cross-functional teams, and works independently on ambiguous, multi-role problems from discovery to delivery.

Applies generative AI and AI-assisted design throughout the process, using Claude, Claude Code, Figma and Lovable for research synthesis, workflow mapping, rapid prototyping and functional prototypes with authentication, backend services and APIs. Builds custom AI agents and automated workflows. Designs AI-powered products, most recently leading UX for an AI document intake system with human-in-the-loop review. Experienced remote team member across distributed teams in the U.S., Europe and Asia.

Core Skills

Product Design · Enterprise UX/UI Design · Interaction Design · Information Architecture · User Journeys & Flows · Complex Workflow Design · Design Systems · Wireframing & Prototyping · Usability Evaluation & UX Audits · AI-Assisted Prototyping · Accessibility · Cross-Functional Collaboration

Industries: Insurance · Financial Services · Title & Underwriting · Healthcare · Enterprise SaaS · Fintech/Music · Travel · PLM/Defense

Professional Experience

Senior Product Designer / UX Consultant

INDEPENDENT CONSULTING | REMOTE | 2024–PRESENT

Key client: Action Title Research (title research and underwriting operations), January 2025–Present

- Own product architecture, user journeys and interfaces for interconnected enterprise applications serving clients, vendors, administrators and internal teams.
- Designed end-to-end workflows for order intake, assignment, pricing, quoting, quality control, exception handling, revisions and delivery.
- Lead product definition and UX for an AI-assisted document intake system: structured data extraction, API-based validation, and human review of uncertain or conflicting data. Initial components are live in production, speeding order intake and reducing manual data-entry errors.
- Build functional web prototypes with AI-assisted development tools, integrating authentication, backend services and APIs, so stakeholders can test workflows before engineering commits.
- Evaluate existing and AI-generated interfaces to identify disconnected workflows, missing functionality, inconsistent interactions and usability issues.
- Create reusable design patterns and design-system components that keep multiple applications consistent and speed up development.

Senior UX/UI Designer

COGNIZANT (CLIENT: AIG) | REMOTE | 2019–2026

Multiple engagements: full-time 2019–2020 and 2021–2024; contract via Hays 2025–2026.

- Designed UX/UI for complex enterprise insurance applications and business processes on AIG platforms.
- Translated business requirements into workflows, information architecture, wireframes and interactive prototypes for data-intensive interfaces.
- Supported modernization of legacy systems and Pega-based workflows, simplifying multi-step processes for business users.
- Built reusable UI components and consistent interaction patterns across applications.
- Partnered with product owners, business analysts and engineering teams across North America, Europe and Asia.

Product Design Lead (Co-Founder)

MUSICBULL | REMOTE | 2022–2024

- Led end-to-end product design for a music-royalty investment platform with live auctions, streaming-performance analytics and a real-time trading exchange.
- Designed the information architecture, user journeys, interconnected workflows and interfaces; turned business requirements into implementation-ready specifications.
- Established reusable UX patterns and interface components across the platform.
- Worked directly with developers through build and refinement; shipped web, iOS and Android apps in 2024.

Senior UX/UI Designer

AIG | PARSIPPANY, NJ (HYBRID) | 2008–2019

- Redesigned IntelliRisk, a risk-management application used by 10,000+ brokers and clients across the U.S. and EU; winner of the Business Insurance Innovation Award (2011).
- Delivered UX for multinational products rolled out in 13+ languages, including AIG Go (claims and policy management) and TravelGuard (B2C travel insurance, web and mobile).
- Designed OneClaim, a Pega-based claims application deployed globally to adjusters.
- Applied mobile-first, accessible design across platforms and instrumented products with Adobe Analytics (SiteCatalyst).
- Collaborated with offshore development teams, business analysts and engineers.

Earlier Experience

- **Senior Information Architect, Zweave** — Designed user flows, wireframes and IA for secure PLM systems serving Department of Defense and enterprise clients.
- **Art Director / Information Architect, Seiko USA** — Redesigned internal and customer-facing digital experiences, including front-end implementation (HTML/CSS).

Tools & Technical Capabilities

Design & Prototyping	Figma, Adobe Creative Cloud (Photoshop, XD), Microsoft Visio, design systems, interactive prototyping, UX audits, workflow mapping
AI-Assisted Product Development	Claude, Claude Code, Claude Duet, Lovable, Grok Grokbot, AI-assisted coding, AI application evaluation
Development & Integration	GitHub, Supabase, authentication, API integration, HTML/CSS
Automation	AI agents, workflow orchestration, functional prototyping
Enterprise Platforms & Analytics	Pega, Google Analytics, Google Tag Manager

Education

- **WIZO Haifa Academy of Design** (now University of Haifa School of Design) — BA, Art Direction & Advertising
- **Technion – Israel Institute of Technology** — Associate's Degree, Electronic Engineering

Certifications & Awards

- **Business Insurance Innovation Award** — IntelliRisk Executive Dashboard
- **Business Analytics: From Data to Insights** — Wharton
- **Anthropometric Design Certification** — Anthro Design / U.S. Air Force

Languages

English | Hebrew | Spanish