ODISEO VIVEROS

SUMMARY

principal UX designer with 15+ years across enterprise platforms, education technology, and AI integration. current focus: building the practices, tools, and shared principles that let UX teams work effectively with AI, not just experiment with it. I lead strategic design initiatives across turnitin's product portfolio, turning complex systems into scalable frameworks, and I mentor designers in project hygiene, planning, and stakeholder communication. background spans fintech, automotive, retail, and e-commerce design across the netherlands and london.

TITLE

UX leader, AI transformation and design practice

LOCATION

bloemendaal, north holland, netherlands

CONTACT

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EXPERIENCE

turnitin (>5 years)

edtech · web · mobile · design ops

principal UX designer
june 2024 – present | remote

lead strategic UX initiatives across a complex product portfolio spanning lms integrations, assignment workflows, and AI-assisted features. define scalable design frameworks, drive cross-functional alignment, and champion UX maturity across the organisation.

- built and maintain the AI disclosure framework: a taxonomy and set of ui components for AI-related labelling, grounded in eu AI act, gdpr, nist, and c2pa requirements, now in active use across product teams
- ran the 2025 AI design sprint and organised the UX AI summit in chicago (13 participants, 3 days), producing working prototypes and a custom gpt tool
- led UX for proctorexam: cut support tickets by 50%, raised nps by 23%, grew adoption to 80%, improved sus from 69 to 75
- led the assignment framework initiative: 8-person team, 3-day offsite, working sessions with 8 educators across 3 universities, reaching 8 closed beta customers
- built turnitin's first repeatable UX audit programme, now two cycles in
- lead design strategy and information architecture for multiple product areas, translating complex systems into scalable, user-centred experiences
- drive AI enablement across the UX organisation, identifying practical use cases, evaluating tools, and establishing shared principles for designing with and for AI
- mentor and coach UX designers in project planning, estimation, stakeholder communication, and autonomous decision-making

senior ux designer
january 2022 – june 2024 | remote

led end-to-end design across multiple product initiatives, from discovery and research through to delivery and design qa. contributed to raising UX maturity across the team.

- designed scalable, user-friendly interfaces across turnitin's assignment and assessment platforms
- conducted and synthesised user research to inform product strategy and prioritisation
- led cross-functional design reviews and discovery workshops that directly shaped product roadmaps
- mentored junior designers and contributed to team-wide design standards and processes
- championed design thinking practices and a culture of continuous improvement

ux designer
may 2021 – january 2022 | remote

contributed to UX design across product initiatives with a focus on user research, interaction design, and collaboration with product and engineering teams.

fashiontrade

retailtech · b2b · web · mobile

lead UX/ui designer
october 2017 – october 2018 | amsterdam, netherlands

led a small design team delivering UX, ui, and brand identity across desktop platforms, mobile apps, and marketing for a b2b retail tech startup.

virgin

loyalty · mobile

lead product designer
march 2017 – june 2017 | london, united kingdom

lead UX and product designer for virgin red, a loyalty and rewards app serving customers across the full virgin portfolio. coordinated design across more than 10 business units, managing a team of external and freelance designers.

urban massage

marketplace · b2c/b2b · mobile · brand

senior product designer
january 2016 – december 2016 | london, united kingdom

owned end-to-end product design including UX research, wireframing, prototyping, design systems, A/B testing, usability testing, and facilitation of design thinking workshops. also led branding and marketing design.

tails.com

fmcg · e-commerce · web

senior digital designer
june 2015 – november 2015 | london, united kingdom

lead visual designer for digital products. managed web projects from design through delivery within an agile team. conducted user research, created user stories, and maintained design systems aligned to brand standards.

monese

fintech · mobile · brand

lead product designer
december 2014 – may 2015 | london, united kingdom

created and built the complete visual identity of a fintech mobile app and company from the ground up, covering corporate identity and app ui.

tomtom (3 years 3 months)

automotive · b2c · web

web designer / art director
november 2012 - december 2014 · amsterdam, netherlands

art directed tomtom's complete online presence, translating visual brand guidelines into digital across websites, web applications, social media, and email campaigns.

web designer
september 2011 – november 2012 | amsterdam, netherlands

designed and produced online marketing and sales materials for tomtom.com and related group websites.

EARLY CAREER

graphic and web design roles
2008–2010

foot locker, upper deck international, mexx. graphic and online design across retail, marketing, and e-commerce, netherlands.

EDUCATION

universidad de chile

bsc modern languages
2000 – 2004

PROFESSIONAL DEVELOPMENT

ai agents for product leaders
august 2025

focused on practical applications of ai agents in product strategy and workflow optimization.

prompt engineering for chatgpt - vanderbilt university
july 2025

course focused on advanced prompt design, structured ai workflows, and applied llm usage.

LANGUAGES

english
full bilingual

spanish
native

dutch
full professional

SKILLS

UX strategy · design leadership · AI strategy · AI governance · AI enablement · information architecture · design systems · product discovery · stakeholder management · cross-functional collaboration · workshop facilitation · UX research · design operations · mentoring · agile/lean product development · figma · jira · lms integrations · edtech