

# Julio Jimenez

AI Product Designer

jcjimenezglez@gmail.com | +1 (786) 973-1476 | Miami, FL — Open to remote, hybrid & relocation within the US | Portfolio: <https://julio-portfolio.com>

/ | LinkedIn: <https://www.linkedin.com/in/julio-jimenez-9a114a12b/> | GitHub: <https://github.com/Jcjimenezglez>

## PROFESSIONAL SUMMARY

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I'm a designer with 7+ years at Front10 (2019–Feb 2026), a Miami software company building AI-powered products. I started on Billshark as a contract designer — brand, typography, icons, and UX for web and mobile — then went full-time across client work: emails, brand, websites, merchandise, and UI components. In 2023 I moved to WOXO, a sister company in the same group, as Product Owner.

At WOXO I ran product, design, finances, marketing, and support for an AI video tool that was losing about \$404K a year. Over three years we cut that deficit to about \$34K, grew revenue from ~\$75K to a peak year of ~\$250K, and scaled to 1,500 creators at our best point — with 325,000+ videos generated and retention around 15–25%.

Since mid-2025 I've been working mostly in Cursor (90%+). Figma is still my go-to for design systems and UI when the project calls for it. I have a design background, not engineering — but I understand HTML/CSS and can get functional prototypes and products out the door.

I founded Shoturo (AI car listing photos, ~\$600 revenue, paying users) and Superfocus (Pomodoro focus timer for students, ~\$300 revenue). Freelance work for A11ySolutions included a full website redesign and the A11yAgent accessibility widget.

## CORE SKILLS

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### Design

UI/UX Design · Product Design · Visual Design · Design Systems · Interaction Design · Prototyping · User Research · Information Architecture · Generative AI UX · Agent UX Patterns

### Tools

Figma · Adobe Creative Suite · Adobe XD · Sketch · Miro · HTML/CSS · Next.js · Vercel

### AI & Prototyping

Cursor · AI-Assisted Prototyping · AI-Assisted Development

### Methods

Design Thinking · Agile / Scrum · User Research · A/B Testing · Wireframing · Usability Testing · Design Handoff · Accessibility (WCAG) · Cross-Functional Collaboration

## PROFESSIONAL EXPERIENCE

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## **Founder — Product Designer — Shoturo**

Miami, FL | Mar 2026 – Present

- AI photo editor for car listings — background replacement and lighting fixes on real uploads.
- Live at shoturo.com with paying users and ~\$600 revenue since launch.
- Validated demand by DMing Turo hosts before building; credit-based pricing with free trial.
- Built end-to-end in Cursor: marketing site, upload flow, editor, and Stripe payments.

## **Product Owner — WOXO (Front10 Group)**

Miami, FL | Mar 2023 – Feb 2026

- Led WOXO — AI video tool that turns a prompt into a YouTube Short — when the product was losing ~\$404K a year and had three years to turn around or shut down.
- Cut annual loss from \$404K (2023) to \$34K (2025) — ~92% reduction.
- Grew revenue from \$76K (2023) to a \$265K peak year (2024).
- Scaled to 1,500 creators at peak, 325,000+ videos generated, ~15–25% retention, and ~2% conversion.
- Ran product, design, finances, marketing, support, and weekly meetings — I implemented Scrum myself on this team.
- Shipped Adobe Firefly integration, caption animations, creator dashboard, credit pricing, and direct YouTube publishing.

## **Founder — Product Designer — Superfocus**

Miami, FL | Oct 2025 – Present

- Focus timer for students — Pomodoro presets, Spotify cassettes, tasks, analytics, and leaderboard.
- Live at superfocus.live with ~\$300 revenue; freemium model at \$3.99/mo with 7-day trial.
- Built in Cursor with Clerk auth, Stripe payments, and Todoist/Notion integrations.

## **Product Designer — Front10**

Miami, FL | 2019 – Feb 2026

- Started on Billshark (contract) — brand identity, typography, icons, and UX for web and mobile bill-negotiation tools, working directly with their Product Manager.
- Moved full-time into product design across client engagements: email design, brand, websites, merchandise, and UI components for multiple clients.
- A11ySolutions (freelance) — redesigned their marketing website and designed the A11yAgent accessibility widget.
- Built design systems, user flows, and production-ready interfaces for fintech, SaaS, and AI products in agile teams.
- Primary tools: Figma through early 2025; transitioned to Cursor-first workflow (90%+) from mid-2025 onward.

## SELECTED PROJECTS

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Full case studies with screens and metrics at <https://julio-portfolio.com/>.

### Shoturo — Founder

Mar 2026 – Present | [shoturo.com/](https://shoturo.com/) | Cursor, Figma, Next.js, TypeScript, Vercel

Shoturo is an AI photo editor for car listings — background replacement and lighting fixes on real uploads. I started it March 15, 2026 after talking to Turo hosts who told me bad photos were costing them bookings. It's live, has paying users, and has made about \$600 so far. Still early — I'm focused on growth, better edits, and getting in front of more sellers.

- Launched March 15, 2026 — live at [shoturo.com](https://shoturo.com/) with paying users.
- ~\$600 in revenue since launch; still in early growth phase.
- Core flow: upload ' AI edit (background + lighting) ' export in under a minute.
- Validated demand by DMing Turo hosts before building.

### WOXO — Product Owner

2023 – 2026 | [woxo.tech/](https://woxo.tech/) | Figma, Design Systems, User Flows, Prototyping, Agile / Scrum

WOXO turns a single prompt into a faceless YouTube Short — script, visuals, voiceover, captions, and publishing to YouTube. I joined as Product Owner in March 2023 when the product lost about \$404K that year. Over three years we cut the annual loss to ~\$34K, grew revenue from \$76K to a \$265K peak, and scaled to 1,500 creators at our best point.

- Cut annual loss from \$404K (2023) to \$34K (2025) — ~92% reduction.
- Grew revenue from \$76K (2023) to a \$265K peak (2024).
- 1,500 creators at peak; 325,000+ videos generated.
- Retention ~15–25%; conversion ~2%.

### A11ySolutions — Product Designer (Freelance)

2021 – 2022 | [www.a11ysolutions.com/](https://www.a11ysolutions.com/) | Figma, Web Design, Brand Design, Prototyping, User Flows

Freelance engagement for A11ySolutions, a Miami-based digital accessibility consultancy serving enterprise clients with WCAG audits, VPATs, design reviews, remediation, and training. I redesigned their full marketing website and designed A11yAgent — an embeddable accessibility support widget that gives end users on-page controls while teams execute long-term remediation.

- Redesigned A11ySolutions.com with clear service architecture for audits, VPATs, design review, remediation, and training.
- Built homepage conversion flow with free accessibility scan CTA and enterprise trust signals.
- Designed platform showcase sections for A11yDetector and A11yReport products.
- Featured enterprise client social proof from Barceló, PROS, Billshark, Applause, and others.

### Superfocus — Founder

Oct 2025 – Present | [www.superfocus.live/](https://www.superfocus.live/) | Cursor, Figma, Next.js, TypeScript, Clerk

Superfocus is a focus timer I built for high school and college students. Nothing fancy — a Pomodoro timer, a background sound (with Spotify), and your task list. You can also connect Notion and Todoist. I launched it in October 2025. It's active, slower to grow than Shoturo, and has made about \$300. I work on it when I can.

- Launched October 2025 — live at [superfocus.live](https://superfocus.live).

- ~\$300 in revenue; steady but slower growth than Shoturo.
- Timer presets: Pomodoro, Sprint, Deep Work, Marathon.
- Custom sound cassettes with Spotify integration.

## **Front10 — Product Designer**

2019 – 2026 | [front10.com/](https://front10.com/) | Figma, Adobe Creative Suite, Adobe XD, Sketch, Design Systems

Seven years of product design at Front10, a Miami-based software company building AI-powered web and mobile products. I started in 2019 on a contract for Billshark — their first client engagement for me — designing brand, typography, icons, and UX for their fintech platform. I then moved full-time into a generalist product design role spanning email campaigns, brand identity, websites, merchandise, and UI components across multiple client and internal projects, before transitioning to WOXO as Product Owner in 2023.

- 7 years at Front10 (2019–Feb 2026) across fintech, SaaS, generative AI, and client services.
- Billshark — delivered brand identity, custom typography, icon system, and UX for web and mobile bill-negotiation tools.
- Designed across the full visual spectrum: email campaigns, brand, websites, merchandise, and product UI components.
- Built design systems and reusable patterns used across multiple client and internal teams.

## **Billshark — UX/UI Designer**

2019 | [www.billshark.com/](https://www.billshark.com/) | Figma, Adobe XD, User Flows, Prototyping, Usability Testing

My first project at Front10 in 2019 — a contract engagement designing brand identity, custom typography, icons, and UX for Billshark, a fintech platform that helps consumers negotiate and cancel recurring bills. I worked directly with Billshark's Product Manager, receiving prioritized tasks and delivering designs on their timeline across both web and mobile.

- Designed Billshark's brand — custom fonts, icons, and visual identity.
- Delivered UX for onboarding, bill submission, savings estimates, and subscription management.
- Worked task-by-task with Billshark's PM — designs were reviewed and accepted on their timeline.
- Built responsive web and mobile UI for a fintech product handling sensitive financial data.

## **EDUCATION**

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Bachelor's in Visual Communication Design — University of Havana (2012 – 2017)

In progress (~80% complete) — Coursera — Google UX Design (2021 – present)

US Permanent Resident (Green Card) · Spanish (native) · English (professional)

## **PORTFOLIO & LINKS**

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Online portfolio and case studies: <https://julio-portfolio.com>  
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LinkedIn: <https://www.linkedin.com/in/julio-jimenez-9a114a12b/>

GitHub: <https://github.com/Jcjimenezglez>

Cursor: <https://cursor.com/@jcjimenezglez>

WOXO: <https://woxo.tech/>

Front10: <https://front10.com/>

Billshark: <https://www.billshark.com/>

Shoturo: <https://shoturo.com/>

Superfocus: <https://www.superfocus.live/>

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