Juan Peña

Enterprise UX · Procurement & Spend Platforms · Design Leadership

jpena.creative@gmail.com · linkedin.com/in/juanpenaux · Centerton, AR · Open to remote
Portfolio: juanpena.design

SUMMARY

Senior UX Designer with 12 years in design and the last 5 in product design. Turns dense finance and procurement workflows into simple experiences. Contributed to **~$20M in estimated annual value** on ReimburseMe. Designed an ordering flow on MyGNFR that cut process time from **~45 minutes to ~30 seconds**. Owned a four-platform procurement portfolio as a mid-level designer. Raised design-system adoption across three teams.

EXPERIENCE

Walmart | Bentonville, AR

Senior UX Designer | Mar 2025 – Present
UX Designer III | Oct 2023 – Mar 2025
UX Designer I | Sept 2022 – Oct 2023

- As UX Designer III, owned the full indirect-procurement portfolio end to end: **ReimburseMe** (associate reimbursement), **iCatalog** (supplier catalog and listing), **MyGNFR** (store-ops ordering), and **GNFR Invoicing** (supplier billing), covering the full loop from list to order to invoice. This scope led to an early promotion to Senior, my second in about two and a half years.
- Led design and launch planning for **ReimburseMe** across Walmart U.S. Stores, Sam's Club, and Supply Chain Facilities (2024 to 2025). The platform is built for 900K+ reports a year. Designer and platform SME for the Mexico and Chile launches (2026).
- Designed ReimburseMe's guided report creation, responsive mobile flows, and smart approval logic. The logic clears requests with low risk and saves manager review for the ones that need it. This work contributed to **~$20M in estimated annual value** through automation, fee avoidance, and reclaimed associate capacity. Validated in moderated testing with 35 participants (87% task completion).
- Designed **MyGNFR** ordering for **29K+ weekly users** across stores, clubs, and supply chain sites. Ordering process time dropped from **~45 minutes to ~30 seconds**. The platform is live in 100% of U.S. stores, with 94% user satisfaction.
- Owned design for **GNFR Invoicing** and its Mexico and Central America implementation (June 2026), where suppliers and finance teams create, validate, and track invoices. In July, adoption reached 43% and invoice volume was up 47% from June.
- Established and ran a twice-weekly design-feedback forum for **three teams (5 to 10 designers per session) over two years**. Teams moved from rebuilding detached components to using the design system as intended, reducing handoff churn.
- Mentored an associate designer from Figma fundamentals to owning individual **ReimburseMe** features end to end (discovery through handoff) and contributing to the platform's component library.

AskVet, UX Designer | Remote | 2021 – 2022

- Shaped long-term product UX vision with Product, Development, and Marketing on a fully remote team. Delivered wireframes, user journeys, and prototypes, and evolved the visual system.

Earlier: Graphic & Visual Design | 2014 – 2022

- Lead Graphic Designer / Visual Projects Coordinator, Coastline Community College. Graphic Designer, Westminster Chamber of Commerce. Led college-wide visual design programs and ensured ADA and web-accessible digital assets.

EDUCATION

M.S., Graphic Information Technology (4.0) | Arizona State University | 2021
B.F.A., Graphic Design | California State University, Long Beach | 2017
A.A., Art | Coastline Community College | 2014

SKILLS & CERTIFICATIONS

Skills: Enterprise UX, workflow simplification, automation and approval logic, AI prototyping (Figma Make), design systems and component libraries, interaction and visual design, research- and data-informed design, accessibility (WCAG 2.2 AA), prototyping, cross-functional leadership, bilingual (English and Spanish).

Certifications: NN/g UX Certification, Interaction Design (UXC# 1065891); IxDF Information Architecture; IxDF Accessibility.