

FERNANDO CATTER

Product designer

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Lima, Peru · Full overlap with US hours · English and Spanish

Product designer, six years, working across the whole product: what it should do, the system underneath it, and the interface on top. Four of those years on one platform with three surfaces, a consumer mobile app, a dealership facing web app, and the triggered messaging that runs between them. I design the system and I build the prototypes myself, with AI tooling in the loop every working day.

EXPERIENCE

Vinsyt

Nov 2022 to present · Remote, US company

Product designer, then product manager

First designer at the company. Designed the consumer app, the owner web app, the white label system all of them wear, and the lifecycle messaging between visits. Moved into product in 2025, setting scope and sequence with the founder.

- Designed iVin, the consumer vehicle app, from nothing: the first screen, service history, booking, and the notification model underneath.
- Designed the owner web app, the dealership facing surface on the same vehicle record, and the theming that lets each dealership wear it.
- Built and maintained the white label design system. Separated brand accent from status meaning at the token level, so adding a dealership is a configuration job and never a design one.
- Designed the lifecycle engine: one timeline per vehicle rather than campaigns, triggered email and SMS. Worked directly in MJML, SendGrid and deliverability, because a message that does not arrive correctly is a design that does not exist.
- Designed the referral program inside those messages, with copy that stays true across eight different cases.
- Shipped agentic AI workflows and MCP integrations as product work, including an automated verification tool for milestone communications: headless browser form fill, document lookup, and a scheduled run that returns a pass or fail per milestone instead of a person reading inboxes.

In Mind UX Agency

UX/UI designer · Jan to Oct 2022

LotTalk

Junior UX/UI designer · May to Dec 2021

Independent

Design clients, direct · 2020 to 2022

Straight with clients, no account layer in between. Where writing the copy became part of drawing the screen.

INDEPENDENT WORK

Three self directed product concepts, each taken from problem to specified interface. ShopSmartAutos, an assistant that turns what a shopper says into what they need, designed around the three states it actually reaches rather than the one where it works. Catch, an automation rule that shows itself failing before you are asked to trust it. SignalLoop, service feedback that reaches a manager while it still matters.

fernandocatter.com is one hand written site. No framework, no page builder, built with Claude Code.

HOW I WORK WITH AI

Figma driven through its MCP server to build and edit boards directly. Claude Code and Antigravity for the site and the prototypes on it. Agentic workflows and MCP integrations shipped inside the product at work. It changed how fast I get to a version I can look at. It did not change what makes it right.

TOOLS

Design	Figma, Figma MCP, design systems and tokens, prototyping
Build	HTML, CSS, Claude Code, Antigravity
Messaging	MJML, SendGrid, Stripo, triggered email and SMS, deliverability
Product	Scope and sequencing, third party API integrations, Jira, Confluence

BEFORE PRODUCT DESIGN

Percussionist and music educator. Both are about structure, timing, and how much you can remove before a thing stops working.