Gladys “Glad” Beltran

Miami - Fort Lauderdale, FL
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Senior Product Designer with 7 years owning end-to-end product design for B2B, enterprise SaaS products; most recently on K-12 platforms serving 14M users. Designed a migration user flow that **cut support tickets by 90%, saved $100K,** and **scaled to 12M users.**

EXPERIENCE

AI Data Trainer - Product/UX Design and General (Independent Contractor)

Data Annotation, Remote — MAY 2026 - PRESENT

- Evaluate AI-generated interfaces and user flows for usability, accessibility, and visual hierarchy, documenting issues to guide improvements. Rank outputs against structured rubrics and write assessments that inform model refinement.

Senior User Experience Designer

Frontline Education, Remote — FEB 2023 - NOV 2025

K-12 SaaS, serving 10,000+ school districts and education organizations nationwide. I was part of a cross-functional team where I collaborated with 3 product managers, a tech lead, and 3 teams of developers.

- **Increased engagement by 62%** across 750,000 educators in 1,500 districts by redesigning Professional Growth's activity workflow based on a heuristic evaluation.
- Proposed and led the redesign of the lowest-NPS dashboard in the Frontline suite, **earning unanimous positive feedback** in concept validation with 6 users through research synthesis and interaction design.
- Extended existing design system components instead of building bespoke UI, **cutting front-end engineering effort on a dashboard redesign by 50%**; 4 new patterns were approved as reusable React components across Frontline.

User Experience Designer

Frontline Education, Remote — MAY 2019 - FEB 2023

- **Cut support tickets 90%** by redesigning the account migration flow, validated through usability testing and A/B copy testing, **saving an estimated $100K in support and engineering costs** and scaling to **12M users**.
- **Drove a 34% increase in adoption** and **27% reduction in support calls** for Frontline Central's annual contracting workflow by redesigning it based on analysis of district contracts and support feedback.

User Experience Design and Research Resident

Abstract, San Francisco, CA — JAN 2019 - FEB 2019

- Led end-to-end research and design for Abstract's most-requested feature during a 6-week residency; delivered 2 research-backed concepts and hi-fi prototypes to the product team, and the shipped feature reflected the proposed direction.

UX Designer

Chattanooga Chamber of Commerce, Chattanooga, TN SEP 2018 - OCT 2018

- **Achieved a 99% open-text response rate** (4,765 comments from 4,816 respondents) on a voluntary bilingual civic survey, sustaining a 10-minute average completion time through plain-language content design.
- **Reduced a ranking task from 17 drags to 5 taps** for a mobile-majority audience by designing a new selection format.

EDUCATION

Center Centre UX Design School, Chattanooga, TN
User Experience Design & Technology Diploma, OCT 2016 - OCT 2018

Florida International University, Miami, FL
Work completed towards Bachelor of Arts in English Literature

SKILLS & TOOLS

Design Skills: End-to-end product design, interaction design, UI design, prototyping, wireframing, experience design, information architecture, design systems, responsive/multi-platform design, AI-assisted design workflow, WCAG accessibility, storytelling, design critique facilitation, agile collaboration

Product Skills: Product thinking, strategy contribution, scoping and prioritization, cross-functional partnership, stakeholder management

Research Skills: User research, usability testing, data-informed design, metrics definition, competitive analysis, concept validation, unmoderated testing, survey design

Tools: Figma, Figma MCP, Claude, Cursor, Claude Code, HTML, CSS, ChatGPT

Domains: Enterprise SaaS B2B, Legacy Modernization, Regulated Software Environments, K-12 Edtech