

JUAN CORDOBA

Product Design Leader

Melbourne, Australia

Make complex things simple.

juanproductdesign@gmail.com

juanux.com

[LinkedIn](#)

Design leader at Canva, working across AI, apps, integrations and platforms. I connect product vision, systems thinking and hands-on design to help people, developers and AI agents do more. I lead and coach teams to turn complex capabilities into useful, connected experiences.

Focus: Product vision & strategy / AI & platform design / Developer experience / Design leadership & coaching / Cross-team alignment

Leadership & recent experience

Canva

Dec 2022 - Present

Group Product Design Lead (Canva Ecosystem)

- Lead design for Ecosystem Platform and Apps SDK, spanning AI Connectors, agentic workflows, third-party integrations and extensibility APIs.
- Helped ship AI Connectors, unveiled at Canva Create 2026, connecting Canva AI with the tools people already use.
- Coach designers to think across systems and design for developers, AI agents and end users as apps and workflows evolve.

Gumtree Australia

Sep 2021 - Nov 2022

Product Design Manager (Gumtree, CarsGuide & Autotrader)

- Hired and led a team of five product designers across research, product discovery and delivery.
- Facilitated a new design vision, principles and design operations strategy; developed a growth culture through critiques and learning days.
- Guided research planning and synthesis, helping teams turn customer insights into product decisions.

eBay

Jan 2020 - Sep 2021

UX Manager (CarsGuide & Autotrader)

- Led UX strategy, design operations and mentoring, collaborating with international teams.
- Led the Autotrader mobile app from concept to launch, redesigned its classifieds web experience and improved CarsGuide editorial interfaces.

News Corp Australia

Jul 2019 - Jan 2020

UX Lead (News Concierge)

- Led the redesign of an advertising platform for small and medium businesses, covering ad creation and purchasing for print and digital channels.

uxdesign.team

Mar 2016 - Jan 2020

Head of Design

- Built a design agency serving Australian and US clients across product strategy, research, UX/UI and front-end development. Work included Lysn, Mortgage Cloud, Kuvacash, The Care Journal and the six-site Just Auto Network.

Massive Interactive

Aug 2016 - Sep 2017

Senior UX/UI Designer

- Designed OTT interfaces across mobile, TV and console platforms. Contributed to a US telco design system and early designs for the AXIS OTT platform.

Foxtel

Oct 2014 - Feb 2016

UX Designer

- Led discovery and design for Foxtel Go across iOS, Android, macOS and Windows. Combined research, workshops, usability testing and prototypes to shape the experience.

mBill

Nov 2009 - Jun 2014

UI Designer

- Designed the 2PAY mobile billing platform, white-label interfaces and prototypes for more than ten business websites.

Iconshock

Jan 2007 - Jan 2010

UI Designer

- Designed 2,000+ icons across 13 commercial packages and more than 50 custom logos for online businesses.

Education & credentials

General Assembly / User Experience Design Immersive / Jun - Aug 2014

Fundación Universitaria Los Libertadores / Bachelor of Design / 2003 - 2009

Certifications: UX Certificate / UX Master Certificate / Communication Foundations

Languages: Spanish (native or bilingual) / English (professional working)