About me

Senior UX Product Designer and Consultant Strategist with 12+ years of experience delivering user-centric solutions in the IT sector. I bridge the gap between complex business objectives and user needs by leveraging a background in Communications and expertise in Design Thinking, User Research, and multiplatform UI/UX Design. Having successfully collaborated with global teams at companies like Metova, Agile Engine, and Tential Mexico, I specialize in building scalable Design Systems and high-fidelity prototypes that drive measurable product success in Agile environments.

Contact Information

PHONE

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EMAIL

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WORK EXPERIENCE

Tential (Formerly Testin IT)

Dates Employed
Oct 2023 - Oct 2025
Location Mexico City, Mexico (Remote)

Senior UX Designer
- Strategic User Advocacy: Partnered with stakeholders to identify and prioritize critical business needs, utilizing deep-dive user research to guide high-level decision-making for the user experience strategy.
- Agile Design Lifecycle: Orchestrated the end-to-end design process—including wireframing, UI design, and high-fidelity prototyping—within a fast-paced SCRUM/Agile environment to ensure rapid delivery of user-centered solutions.
- Proof of Concept (PoC) Leadership: Spearheaded the creation of Proof of Concepts to validate experimental features and workflows, reducing development risk by testing usability before full-scale technical implementation.
- Multi-Platform UX Research: Led comprehensive user research initiatives to translate complex data into actionable insights, ensuring all design iterations were grounded in documented user behavior and needs.

Agile Engine

Dates Employed
Apr 2022 - Aug 2023
Location Mexico City, Mexico (Remote)

Senior UX Designer
- Cross-Functional Product Strategy: Collaborated directly with Product Owners (PO) and Product Managers (PM) to translate complex business requirements into intuitive, experimental interfaces for large-scale web platforms.
- Design-to-Dev Optimization: Streamlined the handoff process by facilitating high-quality design assets and documentation for the development team, ensuring the technical feasibility and high-fidelity implementation of internal products.
- Rapid Prototyping & Iteration: Leveraged SCRUM and Sprint methodologies to rapidly iterate on wireframes and interactive prototypes, maintaining a high velocity of design delivery without sacrificing user experience quality.
- Experimental UI Validation: Led the design of Proof of Concepts (PoC) for new product features, utilizing UX Research insights to validate experimental UI patterns before committing to full-scale development.
- Multi-Platform Visual Design: Executed high-impact UI designs for diverse web platforms, focusing on visual consistency and responsive principles across the product ecosystem.

Metova Inc.

Dates Employed
Nov 2018 - Apr 2022
Location Mexico City, and Guadalajara, Mexico (Remote)

Senior UX Designer
- Client Advisory & UX Strategy: Provided strategic guidance to high-level clients, educating them on user-centered methodologies and facilitating data-driven decision-making based on in-depth user research.
- Multiplatform Design Leadership: Led the end-to-end design of UI and UX for complex applications across diverse platforms, ensuring a seamless and consistent user experience regardless of the device.
- Discovery & Proof of Concept: Directed the creation of Proof of Concepts (PoC) to explore new product directions, effectively validating feature viability and user alignment before the development phase.
- Agile Collaboration: Mastered high-velocity design delivery within SCRUM and Sprint frameworks, coordinating closely with cross-functional teams to iterate on wireframes and interactive prototypes.
- Requirement Translation: Acted as a bridge between user needs and technical requirements, transforming research insights into functional wireframes and high-fidelity UI designs.

Tiempo Development

Dates Employed
Dec 2016 – Nov 2018
Location Guadajalara, Mexico (Hybrid)

Senior UX Designer
- Holistic UI/UX Design: Spearheaded the design of user interfaces and experiences for multi-platform applications, ensuring visual coherence across diverse digital ecosystems.
- Iterative Testing & Validation: Integrated UX Testing and research into the design process to identify friction points, significantly improving product usability through evidence-based iterations.
- Agile Integration: Collaborated within SCRUM and Sprint methodologies to deliver high-fidelity prototypes and wireframes, maintaining alignment between design vision and technical constraints.
- Proof of Concept Execution: Developed Proof of Concepts (PoC) to visualize new features and complex workflows, providing stakeholders with clear design direction prior to development.
- Visual Engineering: Translated complex user requirements into functional wireframes and interactive UI designs that met high-performance standards.

iTexico

Dates Employed
Jan 2015 – Dec 2016
Location Guadajalara, Mexico (On-Site)

Senior UX Designer
- Multi-Platform Ecosystem Design: Executed comprehensive UI and UX designs for diverse multi-platform applications, ensuring a consistent brand and user experience across different digital touchpoints.
- Agile Design Integration: Actively participated in SCRUM/Agile frameworks, delivering high-fidelity prototypes and wireframes within rapid sprint cycles to meet evolving product requirements.
- Validation through Testing: Conducted dedicated UX Testing and research to identify usability gaps, utilizing data-driven insights to refine interfaces and improve user task completion rates.
- Conceptual Strategy: Developed Proof of Concepts (PoC) to visualize and validate new product ideas, providing a clear design roadmap for technical teams and stakeholders.

TabbedOut

Dates Employed
Mar 2015 - Dec 2015
Location Austin, TX (On-Site)

UX Designer
- Cross-Platform Interface Design: Engineered high-fidelity UI and UX solutions for multi-platform applications, focusing on creating seamless transaction flows for users in the hospitality and mobile payment sector.
- Workflow Optimization: Operated within a hybrid SCRUM, Agile, and Kanban environment to manage high-volume design tasks and maintain a steady delivery pipeline of new features.
- Performance & Usability Validation: Conducted rigorous UX testing and research to identify friction points in the payment process, leading to data-backed iterations that improved user satisfaction.
- Rapid Concept Prototyping: Developed detailed wireframes and interactive prototypes to serve as Proof of Concepts (PoC), facilitating clear communication of design intent to stakeholders and technical teams.

Mozido

Dates Employed
Feb 2015 - Jul 2015
Location Austin, TX (On-Site)

UX Designer
- Financial Ecosystem Design: Delivered high-fidelity UI and UX designs for complex, multi-platform mobile wallet and digital payment applications.
- Agile Product Delivery: Executed design deliverables within a strict SCRUM methodology, ensuring alignment with fast-moving development cycles and product roadmaps.
- Strategic Prototyping: Created detailed wireframes and interactive prototypes to serve as Proof of Concepts (PoC), allowing stakeholders to visualize and validate new financial features before technical implementation.
- User Flow Validation: Performed targeted UX testing to identify and resolve friction points within the user journey, ensuring a frictionless and secure experience for global payment solutions.

Random Estudio

Dates Employed
May 2014 – Dec 2014
Location Austin, TX (On-Site)

UX Designer
- Integrated Digital Design: Led the UI/UX design for multi-platform applications, ensuring a seamless transition between brand aesthetics and functional user interfaces.
- User-Centric Validation: Conducted UX research and usability testing to validate design concepts and refine interactive elements before final delivery.
- Holistic Branding & Strategy: Spearheaded brand identity and social media design initiatives, creating cohesive visual systems that supported the overall product strategy.
- Rapid Prototyping & CMS Management: Developed detailed wireframes and interactive prototypes while managing WordPress design projects to deliver functional, high-impact web solutions.

> **Freelance Experience**
>
> Freelance
> Jan 2015 – Present
> Location Mexico City & Remote
>
> **Senior UX-Product Designer & Strategist | Service Design | Helping Founders Reduce User Abandonment (Churn) | Digital Transformation & ROI | Photographer**
> - Strategic Design Consulting: Act as a lead consultant for diverse clients to define product visions, leveraging GV Design Sprints to align stakeholders and accelerate the path from ideation to validated prototype.
> - End-to-End User Research: Orchestrate the complete research lifecycle, including Persona Building, User Flows, and Customer Journey Roadmapping to identify growth opportunities and resolve complex usability challenges.
> - Metric-Driven Optimization: Implement advanced testing frameworks—including Engagement and Performance Measurement Testing—to provide data-backed recommendations that improve product ROI and user retention.
> - Multi-Platform Experience Design: Deliver scalable UI and UX solutions for complex digital ecosystems, ensuring seamless and accessible experiences across mobile, web, and emerging platforms.
> - User Advocacy & Testing: Champion the user throughout the development cycle by conducting rigorous User Experience Testing, translating behavioral data into high-fidelity design iterations.

EDUCATION & CERTIFICATIONS

Academic Foundation

Communications Bachelor | UNIVER

Year: 2008

Specialized UX & Research Certifications

Introduction to Sub-Agents | Anthropic

Year: 2026

Introduction to Agent Skills | Anthropic

Year: 2026

Certificate of completion: Claude 101 | Anthropic

Year: 2026

Claude Code in Action | Anthropic

Year: 2026

Lovable para Crear Páginas Web sin Programar | Platzi

Year: 2026

Certificate of Completion: AI Fluency Framework & Foundations | Anthropic

Year: 2025

Journey Mapping | The Interaction Design Foundation

Year: 2022

Conducting Usability Testing | The Interaction Design Foundation

Year: 2022

Beyond Usability: Learn the User Research Toolkit | Udemy

Year: 2021

Introduction to Web and eCommerce User Experience Design | Udemy

Year: 2014

Technical & Strategic Development

Web Development with HTML, CSS, Bootstrap, React & Angular | Udemy

Year: 2021

Project Management Professional | Diplomados en Tecnología de la Información

Year: 2014

Responsive Web Design Front End | Código Facilito

Year: 2014

Wordpress 101 Course | Udemy

Year: 2013

SKILLS

Strategy & Research

User Research , User Experience Testing , Engagement & Performance Measurement Testing , Persona Building , User Flows , Customer Journey Roadmapping , and Design Thinking

Design & Prototyping

UI Design , Responsive Design , Design Systems , Wireframing , High-Fidelity Prototyping , Proof of Concept (PoC) , Branding , and Social Media Design.

Methodologies

Agile UX , Lean UX , SCRUM , Kanban , and GV Design Sprints

Software & Tools

Figma , Sketch , Adobe XD , InVision , Adobe Creative Cloud Suite , and Wordpress.
Jira (Advanced Agile tracking), Notion (Knowledge management & documentation), and Trello.

Technical & Code

HTML5 , CSS3 , and SASS.

Generative AI & LLMs

Gemini (Advanced Pro user), ChatGPT, Claude, Perplexity, and NotebookLM for research synthesis.

AI Strategy & Implementation

AI Prompting (Structured Prompt Engineering), AI Agents (Workflow Automation), Gemini Gems, and Google AI Studio for prototyping AI-driven experiences.

Emerging Tech & Workflow

Vibe Coding (High-level, AI-assisted development), Gravity, and AI-augmented UI design.

ENGLISH & SPANISH FLUENT SPEAKER