



10+ years of valuable experience across **B2C**, **B2B**, and **enterprise** products.

## Work Experience



### Product Designer

Envato

Jun 2024 - Aug 2025

Led UX for customer and account management, streamlining user journeys from free to enterprise tiers and optimizing funnels to drive conversions and reduce churn.



### UX Designer

Placeit

Dec 2018 - May 2024

Designed mockup and video editing tools, dashboards, and content discovery features, collaborating with stakeholders to meet key OKRs. Partnered with marketing to redesign landing pages and a new blog, boosting organic traffic.



### UX/UI Designer

Lobo Software

Jul 2017 - Apr 2019

Redesigned the core system for the Mexican federal development bank, enhancing visual consistency and usability. Defined scalable UI kits and interfaces for point-of-sale products.



### UI Designer

Colmena Interactive

Jan 2016 - Jun 2017

Developed interactive web experiences and mobile apps in collaboration with cross-functional teams, focusing on increasing brand engagement and driving sales for clients.



### Sr. Web Designer

Vértice Comunicación

Mar 2008 - Jan 2016

Designed high-impact websites and e-commerce for various industries across Mexico, the USA, and LatAM, focusing on brands like Honda and Nissan. Launched products aligned with BTL and ATL campaigns to reach strategy goals.



### Web Designer

Expert Creations

May 2007 - Mar 2008

Designed and developed interactive websites, email campaigns, and multimedia for major and local brands, transforming creative briefs into digital products.

## Design Thinking & Strategy

- User-Centered Design
- Outcome-Oriented Design
- B2C & B2B
- SaaS & Marketplace

## Research & Data

- Data-Informed Design
- A/B Testing
- QA (Staging Environments)

## Tools & Technologies

- Figma, Miro, Adobe, Lottie
- AI & LLM Tools
- Slack, Jira

## Collaboration & Methodologies

- Cross-Functional Collaboration
- Design System Collaboration
- Agile & Scrum Methodologies

## Education & Languages

- Enrique Díaz de León University
- AI for Designers / IxDF
- Spanish (Native)
- English