



10+ years of valuable experience across **B2C**, **B2B**, and **enterprise** products.
Cross-functional collaborator delivering impactful solutions.



Product Designer Consultant

Self-employed
Sep 2025 - Today

Partner with marketplace and digital products to uncover customer lifecycle opportunities, aligning user needs with business goals to deliver measurable outcomes. Apply AI workflow and MCP integration to speed up design execution and developer handoffs.



Product Designer

Envato
Jun 2024 - Aug 2025

Led UX for customer and account management, streamlining user journeys from free to enterprise tiers. Designed for complex B2B scenarios involving multi-step approvals, contract management, and self-service conversion, directly impacting enterprise sales efficiency.



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 front-end developers to align on component-based design and optimize handoff, reducing implementation errors.



UX/UI Designer

Lobo Software
Jul 2017 - Apr 2019

Redesigned the core system for the Mexican federal development bank, enhancing visual consistency and usability. Collaborated with stakeholders to map complex workflows and defined scalable UI kits and interfaces for point-of-sale products.



Sr. 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 our 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.

Product Strategy & Design

- User-Centered Product Design
- Business & User Outcome Alignment
- B2B, B2C & Marketplace Products
- SaaS Product Strategy
- Customer Journey Optimization

Research & Optimization

- Research & Usability Testing
- Experimentation & A/B Testing
- Product Metrics & Behavioral Analysis
- Data-Informed Decision Making
- Post-Launch Optimization & QA

AI & Product Design

- Figma MCP & Claude
- Rapid Prototyping

Design & Collaboration

- Adobe Creative Suite, Miro
- Storybook, Jira, Slack

Analytics

- Hotjar
- User Behavior Analysis

Front-End & Developer Handoff

- HTML, CSS
- Design - Development Collaboration

Education & Languages

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