



10+ years designing **B2C, B2B, and enterprise products**, shipping measurable growth outcomes and consolidating fragmented experiences into scalable design systems.



Co-Founder & Product Designer

Urbanofertas
Jun 2026 - Today

- Co-founded a local commerce platform that helps people quickly find the products they need nearby, at the best available price and in real time. Currently building the first version of the product with an engineering partner while leading product design and agentic design system that enables the two of us to ship at the pace of a much larger team.



Product Designer Consultant

Freelance
Sep 2025 - Today

- Advise a marketplace client on customer lifecycle strategy, turning conversion and retention opportunities into concrete product and design decisions.
- Introduced Figma MCP into the design-to-dev handoff. Instead of static specs, engineering now works from a source of truth they can query directly.



Sr. Product Designer

Envato
Jun 2024 - Aug 2025

- Redesigned the free-to-enterprise upgrade funnel for B2B accounts. Mapped the full journey across sales, IT/compliance, and engineering, then tested a stepper against a one-page checkout with real users. The stepper won, driving +43% conversion and -71% time-to-acquisition.
- Consolidated customer and account management UX across brand platforms (VideoHive, GraphicRiver, Placeit, Elements, AudioJungle, CodeCanyon, Tuts+), each of which had built its own patterns independently, into a single design system.
- Led Cancellation Flow Alternatives on Envato Elements: instead of a straight cancel button, users who said they weren't using the product got an option to pause for a month, and price-sensitive users got a discount coupon. A/B test showed a 38% drop in churn.
- Partnered with sales to build self-service conversion paths for enterprise accounts without slowing down the sales cycle.



UX Designer

Placeit by Envato
Dec 2018 - May 2024

- Replaced a manual, render-and-wait mockup editor with a real-time live preview. Users could see changes instantly instead of clicking a button and waiting for a static render, which also cut GPU and processing costs and led to more individual mockup purchases.
- Also designed the video editing tools (crop, trim) and My Placeit, a dashboard curated around each user's preferences.
- Worked with marketing to rebuild the landing pages and launch a new blog. Organic traffic grew 260%.



UX/UI Designer

Lobo Software
Jul 2017 - Apr 2019

- Redesigned the core system for the Mexican federal development bank. The work focused on visual consistency and usability across a system that had grown inconsistent over time.
- Worked with stakeholders to map complex workflows, then defined scalable UI for point-of-sale products.



Web Designer

Early Career
Jul 2007 - 2017

Web and UI Designer roles at **Vértice Comunicación, Colmena Interactive, and Expert Creations**, building interactive web experiences and e-commerce for brands like Honda and Nissan among other international and national brands.

Product Strategy & Design

- User-Centered Product Design
- Growth & Conversion Design
- Customer Journey Mapping
- B2B, B2C & Marketplace Products
- Cross-Functional Collaboration

Design Systems

- Design Tokens & Governance
- Component Libraries
- Figma (Variables & Dev Mode)

Research & Data

- Research & Usability Testing
- A/B Testing & Experimentation
- Behavioral Analysis (Hotjar)

AI & Product Design

- Figma MCP & Claude
- Rapid AI Prototyping
- AI-Assisted Design-to-Dev Workflows

Tools

- Adobe Creative Suite, Miro
- Storybook, Jira, Slack
- HTML, CSS, Tailwind

Education & Languages

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

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