

# QUALIFICATION

I'm a Mexican T-shaped Product Designer with 16+ years of experience. I have expertise across the entire design spectrum – from strategy to delivery and everything in between.

For most of my UX time, I have been working for Corporations with a background in Sales & Marketing, eCommerce, UX Design, Research, UI Design, Interaction Design, Web & Apps Design, Publicity, Promotion, and Fine Arts.

Well-versed in startups and Corporate projects. I ensure a solid human & digital experience on every project —2020 Accessibility in Action Award by AT&T International.

## POSITION

Senior Experience Designer

## SPECIALITIES

User Experience, Human-Computer Interaction, Accessibility, Design Thinking, Research, Digital Marketing, Customer Experience, Interaction Design, Service Design, Human-Centered Design, Information Architecture, User Interfaces, Web Design, Prototyping & Visualization

## TOOLS & TECHNOLOGIES

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Miro, HTML, CSS

## LANGUAGES SPOKEN

- English (upper-intermediate)
- Spanish (native)

## CONTACTS

Guadalajara, Mexico

# EXPERIENCE

## **SENIOR TO LEAD USER EXPERIENCE DESIGNER**

**3Pillar Global** Nov 2020 - June 2022

- Iterate quickly on new and existing product features with customers, product owners, solution owners, and designers to craft digital products and enhance user experience.
- Design Ops, and Recruiting Designers
- Ideation Workshops and Value definitions
- Research, Problem definition, and road mapping
- Information Architecture
- Sketching
- Creating User flows, wireframes, and prototyping
- Interaction Design
- Visual Design
- Design Systems and UI kits
- Work-based on Scrum and Agile Methodologies