

José Luis Rosas Baza

Product Designer

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Education

Instituto Politécnico Nacional

/ Computer Science

2014

Instituto Politécnico Nacional

/ Software Development

2010

Academic Engagements and Contributions.

UDEM / Speaker

"Sé Líder" 2019

UVM /

Professional Insights in
Academic Research

"El Futuro del trabajo Latinx" 2022

Design Week / Speaker

Puebla 2019

Skills

Design / Research

Prototyping Testing

Delivery

Development / HTML CSS

JS Software engineering

Product / Analysis

Definition Planning

Managment

Languages / Spanish

English French (Basic)

Work Experience

homely.mx / Lead Product Designer

2016 - Current

In my role, I've been responsible of shaping the company's vision around our products and services, catering to a diverse user base, from low-income, less tech-savvy cleaners to large enterprise clients. Our efforts led to over a million completed cleaning services, significantly improved conditions for over ten thousand cleaners, and generated substantial revenue, positioning us as a leading startup in the country and even enabling us to acquire some competitors.

dev.f / Lead Product Designer

2016 - Current

I led the design and development of dev.f's online learning platform, creating an extensive educational system for over fifty thousand students across Latin America and the US. My role involved enhancing the sales process and executing effective experiments, which significantly increased student numbers and revenue over time. Additionally, I have taught hundreds of students in the areas of product design and software development and managed a dedicated team of teachers, further contributing to the platform's success and educational impact.

careme.mx / Lead Product Designer and founder

2019 - 2022

I successfully founded the company, securing seed funding from a transnational corporation and additional investment through an appearance on Shark Tank Mexico. By the time I departed from my operational role in early 2023, the company had served over a hundred mid to long-term clients and had hired numerous caregivers in Mexico City.

aliada.mx / Product Designer

2015 - 2016

As an early team member, I shaped the product vision, driving one of Latin America's highest startup growth rates. We consistently improved our product, serving hundreds of thousands of users monthly.