

# Marco Antonio De Castilla Vicelis

## Product Design Manager

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### Summary

Product Design Manager with over 10 years of experience in UX/UI, design systems, and front-end development. Proven track record in fintech delivering scalable solutions for credit, investment, and account management products. Skilled at leading cross-functional teams, implementing data-driven design strategies, and achieving measurable impact on usability and business KPIs.

### Work Experience

#### kubo.financiero – Product Design Manager

Mexico City | Aug 2023 – Present

- Established governance of the Design System (tokens, components, documentation), reducing inconsistencies.
- Led discovery, prototyping, and usability testing that informed key product decisions and reduced iteration cycles.
- Managed and mentored a team of 4 product designers, aligning deliverables with company strategy and OKRs.

#### kubo.financiero – UI Lead

Mexico City | May 2022 – Aug 2023

- Defined UI patterns and naming conventions, reducing handoff issues to development.
- Improved usability and consistency across web and mobile, raising user satisfaction.

#### Gentera – UI Manager

Mexico City | Feb 2022 – May 2022

- Coordinated UI guidelines for digital initiatives.

### Education

- Le Wagon – Data Analytics, Bootcamp (2025)
- UNAD Mexico – Software Development, Engineering (2021)
- National Autonomous University of Mexico (UNAM) – Visual Communication Design, Bachelor's Degree (2013)

### Skills

- Product Design / UX: Figma, User Research, Prototyping, Accessibility, Design Systems, Design Tokens, Usability Testing, DesignOps, Human-Centered Design
- Front-End: HTML5, CSS3, SASS, JavaScript (ES6), React (basic), WordPress
- Analytics / Data: GA4, GTM, dataLayer, Power BI (basic), Big Query, Looker, dbt (basic), Google Sheets, SQL (basic), Python (basic), Streamlit
- Collaboration: Git, GitFlow, Jira, Notion, Miro, Agile, Scrum
- Fintech Expertise: Fintech, Digital Banking, Credits, Loans, Investments, Financial UX

### Languages

- Spanish: Native
- English: Intermediate