

ABOUT

Collective effort  
over  
individual action

I am driven to co-produce content that’s not just culturally aware and ethically sound, but also adaptable and resonant to diverse audiences, serving as a proactive catalyst for meaningful systemic transformation.

My professional trajectory has been an ever-evolving adventure. Over a decade, I delved into the world of instructional, visual design and front-end expertise, laying a solid foundation. In 2012, I took a pivotal step into the realm of UX Product and Service Design, a transformative shift that navigated me through diverse landscapes, corporate settings, startups, government initiatives, and the nonprofit sector.

My journey, both in life and across different countries such as Mexico, the UK, India, and the US, has been a lesson in thriving amidst uncertainty and ambiguity. It has taught me the invaluable strengths of influence, strategic thinking, collective effort over individual action, learning-by-doing, progress over perfection, and to relentlessly pursue our boldest dreams.

SKILLS

- User-Centered Design
  - UX Strategy
  - Project Management
  - Roadmaps
  - Team Leadership
  - Service Design
  - Stakeholder Management
  - Design Thinking
  - User Research
- Process Improvement
  - Product Design
  - Emerging Technologies
  - Wearables
  - Design Systems
  - Prototyping
  - Localization
  - Mentorship and Development
  - Design Ops
  - SAlFe Agile

EDUCATION

<div>Master in Creativity for Design</div> <div>Instituto Nacional de Bellas Artes</div> <div>2006 - 2008</div>	<div>Bachelor of Graphic Communication</div> <div>Universidad Nacional Autónoma de México</div> <div>1997-2000</div>
<div>NNg Master Certification</div> <div>ID <a href="#">1034823</a></div> <div>2023</div>	<div>SDN Service Design Accreditation</div> <div><a href="#">Practitioner</a></div> <div>2023</div>

SOFTWARE

Jira Confluence **Figma**

**Miro** Sketch Abstract

Overflow **Adobe Suite** CMS

<div>IDEO Creative   Collaborative Leadership   Communicating for Impact Certification</div> <div>2023</div>	<div>SAFe® 5 Agilist</div> <div>2021</div>
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## UX Design Manager

Insulet

Dec 2020 - Present

- Led a team of Product Designers in consistently delivering high-quality products aligned with Insulet's priorities and roadmap, including the market expansion to four regions in 10+ languages.
- Collaborated with multiple teams to develop holistic strategies, ensuring exceptional product delivery across app platforms (Android and iOS), different programming languages, versions, and partner integrations.
- Co-led the migration of the Design System from Sketch to Figma, assuring consistency, quality, and accessibility standards.
- Executed design strategy, promoting remote and in-person activities.
- Mentored and drove a career development initiative, fostering professional growth at scale, combining Six Sigma and Service Design methodologies.

## UX Design Manager

TalentGuard

Mar 2018 - Nov 2020

- Co-directed end-to-end design strategies, considering HR industry trends.
- Co-created and supervised a new Design System, ensuring quality.
- Partnered with teams for requirements and implemented Service and Design-sprint practices.
- Defined and conducted user research, using varied methods.
- Collaborated with clients and internal teams, regaining strategic accounts through UX engagement.
- Addressed legacy content issues, focused on UX and information architecture best practices.

## UX/UI Designer

Mobiik - Microsoft

Jul 2017 - Feb 2018

- Participated in customer discovery sessions and facilitated workshops to elicit business goals and user needs in a tax return software enhancement initiative for the Mexican Secretariat of Finance.
- Defined and refined prototypes, user requirements, and design recommendations.
- Created conceptual models, journey maps, personas, and scenarios of use to guide design decisions.
- Collaborated with Business, Product, and Engineering teams to ensure accurate translation of design.

## Freelance Designer

Freelance consultant

Jan 2016 - Jun 2017

- Managed diverse projects, primarily browser-based apps and content management tool integrations.
- Translated complex ideas into engaging digital experience prototypes, integrating industry trends and Service Design-driven approaches, enhancing the overall customer journey.
- Created scalable UX frameworks and design systems.
- Collaborated with social enterprises and non-profits, balancing resources and requirements.

## Design Coordinator Marcom LATAM

Merck Sharp & Dohme MSD

Mar 2013 - Oct 2015

- Contributed to regional strategies and engaged in LATAM digital transformation, enhancing processes while also infusing Service Design methodologies.
- Collaborated with Cloud and Analytics teams to enhance experience metrics.
- Conducted training sessions for marcom coordinators, enabling informed interface design choices.
- Led workshops and mentored visual designers to execute iPad-based content solutions.
- Crafted compelling visual concepts aligned with branding guides, tailored to diverse franchises like diabetes, oncology, and women's health.

## UX-UI Designer

IBM

Jan 2012 - Dec 2012

- Utilized human-centered design to enhance a Telecom company's consumer experience,
- Synthesized ideas, and identified user needs and business opportunities, utilizing IBM frameworks.
- Produced and documented the project UI design patterns, using the established branding guidelines.
- Conducted user research via HTML/CSS/JavaScript prototypes for iterative refinements.

## SIDELINE

### Mentor

Advocate

2021 - Present

- Dedicated my time to formal mentoring initiatives for Women Who Code and Laboratoria, offering guidance and support to women from diverse backgrounds in Latin-America.
- Workshop facilitator, speaker and 1on1 coach on topics such as setting clear career goals, resume and portfolio feedback, enhancing different UX skills, and navigating the industry landscape.

