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## EXPERIENCE

### Clip

Product Design Manager

June 2022 – Present

#### Financial inclusion through innovative hardware solutions.

Helping to strengthen the design culture inside the company and focus the efforts of the Product Design team to deliver strategic results with delightful and easy to use experiences that empower all of our users, small and big, aligned with the company vision.

Architecture and design improvements in the Merchant Dashboard, UI audits and collaboration with the Design System efforts.

### Hola Cash

Head of Product Design

November 2021 – June 2022

#### One click payment solutions for businesses.

Shaping the Product Design team strategy, defining processes, best practices and design principles. Mentoring and guiding other designers to develop their capabilities, and ensure an end to end smooth experience for end users.

Hands-on design projects like Design System and Developer Portal.

### Eva

Head of Design

March 2021 – November 2021

#### Building outstanding healthcare services for everyone in LATAM.

Building a ground breaking product for radiologists trying to solve the needs and pain points they face on their day to day by taking accurate and fast design decisions.

Helping to shape the Design Team and Design culture inside the company, mentoring designers and executing end to end design projects such as UI / UX, Research, Design System, Visual Design.

Collaborated with Kristine Arth in the brand refresh to reflect the new vision and company goals.

### Nubank

Senior Product Designer

September 2019 – March 2021

#### Delivering a new credit product for the mexican market.

Helping to shape one of the best and most innovative financial solutions for individuals, collaborating with a multidisciplinary and international team to help replicate the success of the Brazilian fintech in Mexico.

Crafting design solutions based in research, data, experimentation, test and iteration to improve and offer the best credit product for our customers.

Hands on design execution on the Funnel team, across different projects such as Nu Website, FAQ section, Virtual Card, Credit card request and Brand campaigns (“Dile Nu”).



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### Conekta

Product Design Coordinator

September 2017 – August 2019

### Online payments for emerging markets in LATAM.

Democratizing online and offline payment solutions in Mexico, with cash payments (OXXO Pay), e-commerce and card processing products for local and worldwide companies like Amazon, Netflix, Facebook, Google, Rappi and Uber.

Establishing best design practices and evangelizing the discipline inside the company. Collaborated on the company rebrand and leading design efforts, executing end to end projects and helping engineering with some frontend work.

### Facturama

Designer

December 2013 – September 2017

### Creating a more human & friendly invoicing experience.

Helping to solve one of the biggest pain points for individuals and SMB's in Mexico: Taxes, Invoicing and Accounting processes.

Collaborated directly with the CEO and CTO to define, design and develop a robust product driven by simplicity, technology and customer experience to provide the most competitive and easy to use solution in the local market.

Leading all the creative initiatives through the company as the only designer, with marketing, brand, UI and UX projects.

## SKILLS

Figma, Sketch, Maze, Invision, Adobe Illustrator, Adobe Photoshop, Sublime text, Visual Studio Code, Procreate, Mailchimp, Hotjar, Principle.

Design, Product & Systems thinking, Design Systems, Product Design, Illustration, Identity, Research / User interviews, User testing, Design Strategy & Team management / mentoring.

## COMMUNITY



UXMX Podcast

Diseño de Producto en Nubank.



Oficina General

El diseño conecta a la gente con la tecnología.