Work Experience

Clip
Product Design Manager
June 2022 - Present

Leading the Design team for Digital and Hardware products. Help defining team strategy and career development.

Hands on design for Wallet, Onboarding, Merchant Dashboard, Clip Stand and other features, helping to improve the experience of millions of users in Mexico.

Hola Cash
Head of Product Design
November 2021 - June 2022

Led the team for BNPL and One Click Checkout products. Helped to increase the value of the Design culture in the company. Mentoring and team vision and strategy definition.

Hands on design for Design System and Developer Portal.

Eva
Head of Design
March 2021 - November 2021

Led the design team. Helped on the brand refresh, collaborating with Kristine Arth (PayPal, Nivea, etc). Helped to strengthen the Design culture in the company.

Hands on design on Eva PACS, Design System, testing and user research.

Nubank
Senior Product Designer
September 2019 - March 2021

Helped to launch the product in Mexico. Designed Credit Card application, Homepage, FAQ, Virtual Card, E-mails and Marketing campaigns. Helped on research and product discovery for new and existing features.

Collaborated in different initiatives with Mexico, Brazil and Colombia teams.

Conekta
Product Designer (Coordinator)
September 2017 - August 2019

Designed the Homepage, Merchant app, OXXO Pay (Cash payments solution), Help Center and internal materials. Helped on the rebrand and built the foundation for Design System.

Helped on hiring and increase value of the discipline in the company.

Facturama
Designer
December 2013 - August 2017

Designed the Invoicing and Accounting products, Shopify, Android and iOS apps. Conducted research, product discovery and conceptualization, also helping with frontend code.

Led all the brand design initiatives and refreshed the company identity.

Skills.

- Design, Product & Systems thinking.
- Design Systems.
- Visual Design.
- Illustration.
- Identity Design.
- Research & User Testing.
- Design Strategy & Team management.
- Coding (HTML, CSS).

Toolkit.

- Figma.
- Maze.
- Miro / Figjam.
- Adobe Illustrator & Photoshop.
- Dev: VS Code, Sublime Text.
- No Code: Webflow, Framer.
- Hotjar.
- Mailchimp.
- Procreate.
- Notion.
- G Suite.

Community

UXMX Podcast
Diseño de producto en Nubank.

Oficina General Podcast
El Diseño conecta a la gente con la tecnología.