



Marco Delgado

Design Systems Architect & Senior Product Designer

I specialize in engineering scalable platform infrastructures that bridge the gap between visual craft and technical architecture. By transforming fragmented, high-complexity data into unified experiences, I build multi-channel retention systems that reduce technical debt and drive long-term business utility.

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EXPERIENCE

Senior Product & Systems Designer

SpotOn

Aug 2020 - Dec 2025 - 5.5 years, Mexico City

- Spearheaded the “Nexus” token architecture to unify web and POS ecosystems, standardizing semantic logic to accelerate engineering velocity across cross-functional teams.
- Led the UX for an AI-Assisted Menu Manager, transforming legacy POS configurations into an intent-based, natural-language interface that reduced merchant task completion time by 85%.
- Architected scalable B2B workflows for merchants managing high-volume financial transactions, labor, and inventory, utilizing data-driven UX to simplify complex financial logic.
- Bridged the gap between design and engineering by prototyping in code (HTML/CSS) and stress-testing edge cases, ensuring absolute technical feasibility before handoff.
- Utilized AI-assisted workflows (Gemini, Claude) to synthesize large-scale user feedback and research data, translating complex qualitative insights into prioritized product roadmaps.

Senior Art Director / Coordinator

Fenomeno Motion & Advertising Studio

Sep 2017 - Aug 2020 - 3 years, Mexico

- Led a cross-functional creative team and managed executive stakeholders, translating high-level business requirements into scalable visual strategies.
- Architected internal file organization and quality control processes (early systems thinking) to ensure consistency across large-scale campaigns.

Art Director

Titan Mexico

May 2015 - Sep 2017 - 2.5 years, Mexico

- Directed visual identity for major accounts, collaborating with copywriters and strategists to ensure brand consistency

Graphic Designer

Plan Zero

Jun 2011 - Oct 2014 - 3.5 years, Mexico

- Executed high-volume branding and layout projects, mastering Adobe Creative Suite and pixel-perfect production standards.

EDUCATION

Bachelor of Fine Arts (B.F.A.) in Graphic Design

The University of Texas at El Paso

SKILLS

Design Systems
Architecture, Design
Tokens, WCAG 2.1
Accessibility, UI
Engineering, Interaction
Design, Prototyping,
Wireframing, Information
Architecture.

DESIGN & RESEARCH

Figma (AI-Enhanced
Workflow), Framer, Dovetail,
Adobe Creative Suite.

AI & IMPLEMENTATION

Gemini, Claude, HTML/CSS,
Storybook.

CORE COMPETENCIES

Cross-functional
Leadership, Developer
Handoff, Documentation,
Strategic Planning, Creative
Direction, Mentorship.

LANGUAGES

English (professional
proficiency),
Spanish (native)