

Sharybeth López Rojas

AI Product Designer and UX Product Manager from Mexico with expertise in UX/UI design, product management, and AI technologies. I specialize in crafting AI interfaces that enable users and businesses to fully leverage the capabilities of Artificial Intelligence.

32 years old

April 4th, 1992

Morelia, Mexico

Work Experience

AlignAI / AI Product Designer

JAN 2024 - PRESENT, REMOTE

- ✳ Designed and experimented with new AI features, streamlining product enhancements through rapid prototyping and A/B testing, resulting in improved user engagement.
- ✳ Conducted hypothesis-driven experiments, rapidly prototyping and testing features, which reduced development time and validated new features more efficiently.

PixelSpace (Prescriptive) / UX Product Manager

MAR 2022 - DEC 2023, REMOTE

- ✳ Led UX/UI teams across multiple startup projects, delivering end-to-end solutions and improving client satisfaction.
- ✳ Worked closely with Product Managers to negotiate timelines and design scopes, ensuring alignment with the product roadmap and business goals.

Ignite Media / UX Designer and Project Manager

AUG 2021 - MAR 2022, REMOTE

- ✳ Conducted UX research and concept development using qualitative data, which led to actionable insights and improved project outcomes. Developed wireframes and prototypes, speeding up the approval process.
- ✳ Designed user interfaces and managed cross-functional teams, resulting in smoother project workflows and higher design quality.

Anómalo Estudio / Art Director

FEB 2018 - AUG 2021, MONTERREY MEXICO

- ✳ Directed art and developed creative concepts, leading to greater client engagement. Managed accounts and teams, successfully delivering a wide range of projects on time.
- ✳ Designed branding and UX/UI strategies that enhanced user experience and strengthened brand identity.

Skills

User-Centered Design and Product Strategy

Expertise in UX/UI design and developing user-centered product strategies. Proficient in tools like **Figma**, **Framer**, and **Adobe Creative Cloud**, along with a strong understanding of HTML/CSS and Python for implementing high-quality product features.

Data-Driven Decision Making & Analytics

Skilled in leveraging user research, **A/B testing**, and data analytics (including **SQL** and **Python**) to optimize product performance and drive data-backed decisions, improving user experience.

Cross-Functional Leadership & Collaboration

Proven experience leading and collaborating with **Product**, **Design**, and **Engineering** teams to manage end-to-end product roadmaps. Skilled in aligning teams to ensure timely execution of scalable, automated, and high-quality product features.

Education

Elisava / Master's degree in Human Interaction and Artificial Intelligence

GRADUATE 2024, BARCELONA, SPAIN

Learning how to adapt AI to ever-evolving new business and human needs, with social and environmental responsibility.

UANL / Bachelor's degree in Product Design

2010 - 2016, MONTERREY, MEXICO

Contributed to and was a member of the research group on Design and Complexity.

CEDIM / Certificate in Innovation and Design Thinking (CIDT)

MAY - SEP 2019, MONTERREY, MEXICO

Implemented innovative and creative solutions to real-world problems faced by users.

CNCI / Certificate in Shoe Design

2014 - 2015, MONTERREY, MEXICO

Learned pattern making, shoemaking, conceptualization, and collection design.

Languages

Spanish / Native

English / Advanced Proficiency

French / Elementary

Contact

www.sharyoshiny.com

shary.lopezro@gmail.com

+34 (610) 131 702