

Product Designer with 10+ years of experience designing cross-platform products for education, e-commerce, health, insurance and government. I have built a design system from the inside (tokens, components and documented patterns) and specialize in native-first mobile design, turning complex web experiences into intuitive app interactions. With a strong foundation in research, visual design and systems thinking, I work closely with product and engineering teams, and use AI tools to work faster.

EXPERIENCE

Sr. UX/UI Designer
Consultant
– Designnerds

Aug 2025 – Aug 2026 | Freelance

- Designed a SaaS HR platform and an internal tool for onboarding designers to new clients, with time tracking and task management.
- Led UX research with end users and internal teams, turning insights into user flows, UI and visual design in a 25-person startup.

Creative & Digital Designer
– Colección Jasso

2024 – 2026 | Madrid, Spain

- Led the digital presence of a private collection of Mexican art: website, social media and editorial content.
- Designed printed catalogs and presentation materials, and photographed artworks for promotional and archival use.
- Coordinated projects and suppliers for the collection's Madrid exhibition space.

Sr. UX/UI/Visual Designer
– IXL Learning

2023 – 2025 | Remote (via BxGI)

- Redesigned the Apple App Store screenshots to make the listing more compelling, increasing app downloads by 17%.
- Designed feature-rich landing pages and dashboards for learning platforms such as Rosetta Stone and IXL, in partnership with marketing and product teams.
- Evolved web-first experiences into cohesive mobile interactions, using performance metrics and user insights to refine components.

Product Designer
– Applaudo Studios

2022 – 2024 | Remote

- Led end-to-end design of native and web applications for insurance, healthcare and security clients.
- Built scalable UI libraries that kept multi-platform experiences consistent and streamlined handoff to development.

UI/UX Designer
– Superside

2021 – 2022 | Remote

- Delivered UI/UX solutions for mobile apps, internal tools and landing pages for international clients across industries.
- Worked in agile pods with content, development and strategy teams to translate brand and business goals into digital experiences.

UX Lead
– Indatcom

2018 – 2020 | Guadalajara, MX

- Managed a cross-functional team of 6 designers building products for government and commercial clients.
- Ran user research and usability testing that shaped feature priorities.
- Mentored the team on native UX best practices and responsive design systems.

Senior UX Designer
– Accenture Technology

2015 – 2018 | Monterrey, MX

- Built a design system from within for Duke Energy (US): design tokens, reusable components and documented usage patterns.
- Delivered native-first UX for enterprise clients in energy, retail and pharma, from stakeholder workshops to validation.
- Integrated analytics and feedback loops into iterative product development cycles.

UX Designer
– Danilo Black MX

2008 – 2014 | Monterrey, MX

- Designed early mobile and web applications, helping build the studio's foundational UX practices and user flows.

CORE SKILLS

UX & PRODUCT

User Research • Usability Testing • Wireframing • Prototyping • Native App Design • Cross-platform UX • UX Writing

SYSTEMS & VISUAL

Design Systems • Design Tokens • Component Libraries • Interface Design • Iconography & Illustration • Branding • Editorial & Photography

TOOLS & AI

Figma • Photoshop • Miro • AI-assisted design • AI for documentation

COLLABORATION

Agile & Scrum • Jira & Confluence • Asana & Monday • Notion & ClickUp • Remote Design Sprints

EDUCATION

Bachelor's Degree in Graphic Design

Universidad Autónoma de Nuevo León | 2006 – 2010

LANGUAGES

English – C1 • Full professional proficiency

Spanish – Native