

Marco Delgado

Design Systems Architect & Senior Product Designer

I build scalable platform infrastructure that bridges visual craft and technical architecture. Focusing on multi-platform design systems, semantic token pipelines, and complex B2B workflows, I partner directly with engineering squads to eliminate UI debt and validate interactions in functional code (Claude Code, HTML, CSS).

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EXPERIENCE

Design Systems & Product Design Consultant | Independent Practice

Jan 2026 - Present | Mexico City (Remote)

- Advise early-stage B2B SaaS teams on design system architecture, component audits, and establishing multi-mode semantic token collections in Figma.
- Build functional code prototypes using Claude Code, HTML, and CSS to stress-test data density, latency states, and responsive edge cases prior to engineering handoff.
- Establish token pipeline governance and accessibility standards, aligning Figma variables with codebase specifications to eliminate styling drift.

Senior Product & Systems Designer | SpotOn

Aug 2020 - Dec 2025 | Mexico City (Remote)

- Architected and deployed "Nexus", a multi-platform design system across web and POS hardware, establishing semantic tokens that eliminated styling drift and accelerated frontend delivery cycles.
- Led UI/UX for the AI-Assisted Menu Manager, transforming legacy POS catalog configuration into a natural-language interface that reduced merchant setup time by 85%.
- Bridged design and engineering by prototyping in code (HTML, CSS) to stress-test layout edge cases, keyboard navigation, and WCAG 2.1 compliance prior to production handoff.
- Designed scalable B2B interfaces for high-volume merchant operations (transactions, labor, inventory), translating dense financial and operational logic into predictable layouts.
- Synthesized merchant research using Dovetail alongside AI workflows (Claude, ChatGPT), translating qualitative feedback into prioritized design system roadmap initiatives.

Senior Art Director / Coordinator | Fenomeno Motion & Advertising Studio

Sep 2017 - Aug 2020 | Mexico City

- Led a cross-functional creative team managing executive stakeholders, translating business goals into scalable visual strategies.
- Standardized internal asset organization and quality control processes (early systems governance) to guarantee visual consistency across major brand accounts.

Art Director | Titan Mexico

May 2015 - Sep 2017 | Mexico City

Directed visual identity and design execution across major accounts in coordination with cross-functional brand leads.

Graphic Designer | Plan Zero

Jun 2011 - Oct 2014 | Mexico City

Delivered high-volume print and digital assets, mastering production design standards and layout systems.

SKILLS

Core Disciplines: Design Systems Architecture, Semantic Tokens & Variables, WCAG 2.1 Accessibility, UI Engineering, Interaction Design, Information Architecture, Systems Governance, Data-Dense Workflows.

Design & Research Tools: Figma (Variables & Advanced Auto Layout), Framer, Dovetail, Storybook, Adobe Creative Suite.

AI & Technical Prototyping: Claude Code, ChatGPT, Gemini, HTML, CSS.

Leadership & Collaboration: Cross-functional Leadership, Developer Pairing, Technical Documentation, Design Strategy, Mentorship.

Languages: English (Professional Proficiency), Spanish (Native).

EDUCATION

Bachelor of Fine Arts (B.F.A.) in Graphic Design | The University of Texas at El Paso