



Cuenca, Ecuador · Open to remote roles

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SUMMARY

Product Designer with 6+ years designing digital products used by hundreds of thousands of people across Latin America. Sole designer behind one of Ecuador's leading digital wallet (365,000+ users) and currently UX Lead at a B2B InsurTech SaaS, where I build design systems and transactional platforms for global insurers. I'm a systems thinker — a mindset I bring from my lifelong study of football tactics to the way I design products: every component, flow, and decision playing a position within a larger strategy.

EXPERIENCE

UX/UI Lead — LibélulaSoft (B2B InsurTech SaaS)

2025 – Present

- Reduced policy-closing time for insurance brokers from hours to ~10 minutes by leading end-to-end UX design of a transactional insurance platform (quoting, policies, endorsements, and claims) for Chubb Ecuador.
- Enabled multi-brand product theming across client implementations by building Cobertura DS, a white-label design system with a two-token architecture and ACORD-based taxonomy, documented in Figma.
- Standardized design-to-development handoff by creating design tokens, component documentation, and UX writing guidelines, including a full error-message inventory for the platform.
- Raised UX maturity across the organization by designing and facilitating UX literacy workshops for Product Owners and PMs, and rolling out a three-horizon UX roadmap.

Lead Product Designer — Payphone (Fintech — Digital Wallet)

2019 - 2025

- Grew the product to 365,000+ registered users with 13–15% monthly active usage, as the only product designer, by owning end-to-end design across iOS and Android: research, user flows, prototyping, usability testing, and design handoff.
- Increased merchant payment conversion by redesigning Cajita de Pago, a payment checkout used across web and mobile, focused on one-tap payments and friction reduction.
- Designed Payphone International Payments (cross-border remittances) from 0 to 1 by designing the complete international money-transfer experience — sender verification, trust-building patterns, and fee transparency — for first-time users.
- Eliminated UI inconsistencies across two platforms by building the company's first component library and design system in Figma: tokens, typography, spacing, and grids maintained over six years.

Founder & Lead Designer — Biosfera Digital (Web Design Studio)

2025 – Present

- Deliver end-to-end client websites — strategy, information architecture, copywriting, and build — using Framer and Relume for clients in healthcare, architecture, manufacturing, and social impact.



SKILLS

Design: End-to-End Product Design · Design Systems · Design Tokens · Component Libraries · Interaction Design · Information Architecture · User Flows · Prototyping · Mobile Design (iOS/Android) · Responsive Design · Accessibility (WCAG) · UX Writing

Research: User Research · Usability Testing · Heuristic Evaluation · Session Recordings Analysis · Data-Informed Design

Tools: Figma (Variables, Auto Layout, Advanced Prototyping) · Framer · Relume · FigJam Ways of working: Cross-Functional Collaboration · Stakeholder Management · Agile/Scrum · Workshop Facilitation · Design Handoff

BEYOND WORK

Football obsessive — I study tactics and coaching systems the way I study design systems: structure, roles, and adaptability. Currently designing Unchant, a personal product concept exploring how technology can improve the stadium experience for fans and fighting racism at the same time.

Also: Board games, and Marvel & Tolkien lore. Long-term ambition: designing products at the intersection of sport, entertainment, and fandom.

EDUCATION & LANGUAGES

Digital Design — Vancouver Film School

Social communications and advertising — Universidad del Azuay

Languages: Spanish (native) · English (advanced)