

Experience

DFuture

Product Designer

Jan 2024 – Present

Remote

Successfully designed end-to-end experiences for entertainment, education & mobility products achieving a 100% satisfaction rate for developed projects, and created simplified design systems that facilitated brand coherence and design scalability.

PayPal

Product Designer – Internship

Sep 2023 – March 2023

Remote

Designed end-to-end PayPal app experiences that enhanced onboarding, merchant linking, and account setup, impacting **millions in the U.S.** and planning for international expansion. Partnered with California's core UX team to lead projects from research through **validation and deployment.**

DiDi Food

Eater Experience – Internship

Apr 2023 – Sep 2023

Mexico

Launched a restaurant partnership **experience** to enhance user data personalization and secure over **5+ accounts**, and initiated a home space redesign, leveraging data analytics to improve personalization and user engagement.

Tec de Monterrey

Product Designer – Internship

Feb 2021 – Dec 2021

Mexico

Enhanced the user interface of an internal platform serving over **40,000 daily users**, developed more than **20 micro-sites**, and launched over five new services, streamlining the realization of client ideas.

TRM Digital

Web Designer & Media Buyer – Full Time

Nov 2019 – Jan 2021

Remote

Created over **13 high-performance** landing pages to scale user engagement and conversions, and directed the expansion of marketing campaigns for more than **22 businesses**, achieving considerable revenue growth across diverse regions.

Education

KTH Royal Institute of Tech.

Human Computer Interaction & Computer Science

Aug 2022 – Feb 2023

Advanced User Experience Design and Evaluation, Principles of Human-Computer Interaction, Interaction Programming and the Dynamic Web

Tec de Monterrey

B.S Digital Transformation

Aug 2019 – Dec 2023

Fundamentals of computer science, project management, digital transformation cycle and implementation, agile methodologies, development operations.

Certificates

Google Certificate

Jul 2023

Foundations of User Experience (UX) Design

Udemy Certificate

Aug 2019

Landing Page Creation and Optimization

Design

Journey Mapping
Concept Development
Information Architecture
Wireframes
Prototypes
Agile

Research

Trend Research
Competitive Analysis
User Interviews
Quantitative Surveys
Research Synthesis
Usability Testing

Tools

Figma
Framer
Adobe Suite
HTML/CSS/Javascript
Python
Confluence
Jira
Service Now

Languages

Spanish – C2 Native
English – C1 Full
German – A2 Basic