

UI/UX • Product Designer & Design Lead

I am an expert in **Brand Design, Product Design, and UI/UX** with over 20 years of experience crafting strategic and innovative solutions for startups and companies across Latin America, the United States, and Mexico; focused on **designing digital experiences** and memorable brands that connect with users, foster innovation, and drive Strategic Business Success.



📍 Mexico City

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🌐 @soyrubengomez

🔗 <https://rubengomez.design>

EXPERIENCE

2024 - PRESENT

UI/UX & Product Design Lead at Proximo

I manage the design team and product design strategies for the launching of Alfred: a brand new big screen device designed to run interactive apps in malls and outdoors locations.

2023

Design Lead / Product Designer at Mean Finance

Led the UI and UX design for the development and launch of Supersafe, an end-to-end treasury platform for businesses with wide support for traditional banking and crypto assets.

2022 - 2023

Design Lead / Product Designer at Startup Wars

Led the UI/UX design process for this business and entrepreneurship teaching platform in the USA, making interface improvements based on data. In the same way, I collaborated closely with the Dev, QA, and Content teams to define new versions of the product based in the students and stakeholders needs.

2010 - 2022

Executive Creative Director at Gom360 Digital Agency

Was in charge of the creative and strategic direction of this digital solutions agency, where I managed a team of designers and developers in projects involving brand design, web development, and mobile app development for clients from Mexico, Latin America, and the USA.

2009 - Present

Professional Speaker, Consultant and Trainer in Innovation, Strategic Design, and Branding

I have developed professional training programs and delivered keynotes on topics such as digital design, marketing, technology, and engineering for universities, companies, conferences in Mexico, as well as digital platforms like Platzi.com in Colombia and Latin America.

2002 - 2010

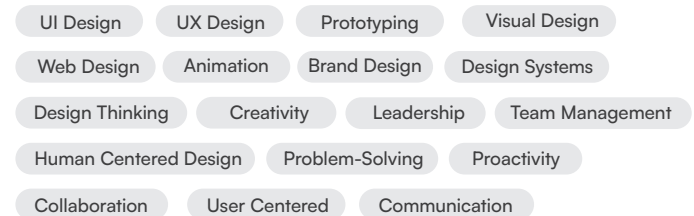
Senior Multimedia & Web Designer

Developed projects for national and international brands in graphic design, multimedia applications, websites, advertising campaigns, creative direction, animation, UI/UX and graphic production for several agencies as a staff designer and freelance.

SOFTWARE

UI/UX Design	Figma, Sketch, Adobe XD, Miro, Marvel, InVision, Zeplin, Jira.
Visual Design	Adobe: Photoshop, Illustrator, In Design, Animate, Premiere, After Effects.
Web Design	Framer, Wordpress, Elementor, Divi.
Languages	HTML, CSS, JavaScript, MySQL.

SKILLS



EDUCATION

Graphic Design Bachelor Degree
UVM. 2001 - 2005

CERTIFICATIONS

Adobe Certified Associate
Rich Media Content Creation
Adobe / Certiport. 2012

UX Design Professional Certificate
Google. 2022 (In process)

COURSES & DIPLOMAS

- ✓ Agile Methodologies
- ✓ Design Thinking
- ✓ Digital Transformation
- ✓ Web 3 Fundamentals
- ✓ Social Media & Digital Marketing

LANGUAGES

English: Fluent (C1)
Spanish: Native

