

## PROFESSIONAL PROFILE

Product Design, UI/UX and digital strategy specialist with over 20 years of experience leading products, cross-functional teams and technology solutions for startups and companies across Latin America, the U.S. and Mexico. Combines strategic business vision, product leadership and user-centered design to build scalable digital platforms with measurable impact.

## PROFESSIONAL EXPERIENCE

### Head of Product

2025 – 2026

*Proxymo*

- Led end-to-end product strategy and evolution, ensuring technical feasibility and alignment with business objectives.
- Prioritized features, structured roadmaps and delivered high-impact releases in close collaboration with design, engineering and business teams.

### Product Design & UX/UI Lead

2024 – 2025

*Proxymo*

- Managed the design team for the launch of Alfred, a large-format interactive device for commercial and outdoor spaces.
- Defined user flows, product architecture and visual guidelines focused on scalability and usability.

### Product Design Lead

2023

*Mean Finance*

- Led UI/UX design for Supersafe, a comprehensive corporate treasury platform supporting both traditional banking and digital assets.

### UX/UI & Product Design Lead

2022 – 2023

*Startup Wars*

- Directed UX/UI design for a U.S.-based entrepreneurship education platform, improving the experience through data-driven user behavior analysis.

### Executive Creative Director

2010 – 2022

*Gom360 Digital Agency*

- Led the strategic and creative direction of digital projects, branding, web development and mobile apps for clients across Mexico, LATAM and the U.S.
- Managed cross-functional design and development teams, coordinating digital production, UX and technology solutions aligned to business goals.

## EDUCATION & CERTIFICATIONS

### Bachelor's Degree in Graphic Design

2001 – 2005

*Universidad del Valle de Mexico*

### Adobe Certified Associate – Rich Media Content Creation

2012

*Adobe / Certiport*

### UX Design Professional Certificate (In progress)

2022

*Google*

## ADDITIONAL TRAINING

Agile Methodologies · Design Thinking · Digital Transformation · Web3 Fundamentals · Social Media & Digital Marketing

## CONTACT

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## PRODUCT & STRATEGY

Product Ownership

Product Strategy

Roadmap Planning

User Experience (UX)

User Research

Design Thinking

Human Centered Design

Digital Transformation

Stakeholder Management

Agile Methodologies

## DESIGN & UX/UI

UI & UX Design

Wireframing

Prototyping

Design Systems

Information Architecture

Branding

Visual Design

Generative AI for design, prototyping & code

## LEADERSHIP

Cross-functional teams

Effective communication

Strategic thinking

Decision making

## TOOLS

Figma · Sketch · Adobe XD

Miro · InVision · Zeplin · Jira

Adobe CC — PS · AI · ID · AE

Framer · WordPress · HTML/CSS

## LANGUAGES

Spanish — Native

English — Fluent C1