

Work experience

Geekbears

US digital product agency · Remote

Aug 2024 – Present

- Head of Design
Jul 2026 – Present
- UX/UI Design Manager
Jul 2025 – Jun 2026
- UX/UI Designer
Aug 2024 – Jun 2025

Head of Design

Jul 2026 – Present

- Lead a team of **3 product designers** across **~15 concurrent client projects** in mobile, web, and SaaS, owning design vision, quality, and on-time delivery.
- Set design standards, review all major deliverables, and run hiring, mentoring, and weekly sprint planning in Agile/Scrum.
- Build working front-ends with **AI-assisted development (vibe coding)** in Lovable, Claude, and Cursor, shipping landing pages and interactive prototypes instead of static mockups.
- Own the **design P&L**: revenue pipeline, milestone progression, and billing, flagging at-risk revenue early.
- Drive new business from first call to signed account, leading consultations and proposals.
- Productized the design offer (Discovery, UX/UI, Validation, MVP Launch Plans) to improve conversion from consultation to Discovery and from Design to Development.

UX/UI Design Manager

Jul 2025 – Jun 2026

- Cut design turnaround time by 34%** by introducing an AI-first design workflow across the team.
- Built the Discovery methodology: problem statements, personas, journeys, sitemaps, benchmarking, and MVP prioritization.
- Managed scope, deadlines, and workload delegation across parallel projects; partnered with PMs and engineering on budget and product KPIs.

UX/UI Designer

Aug 2024 – Jun 2025

- Designed end-to-end for B2B platforms, mobile apps, and AI products, including multi-role design systems (customer, vendor, admin).
- Promoted to Design Manager within 11 months.**

Fragmenta

Freelance UX/UI Designer
Part-time, alongside Geekbears

2024 – Dec 2025

- Designed and shipped responsive websites, e-commerce stores, and educational platforms for client brands, from wireframes to high-fidelity UI.
- Worked directly with clients to define scope, present design concepts, and iterate on feedback through launch.
- Ran UX audits and usability testing to identify friction points and prioritize product improvements.
- Prepared developer-ready handoff files and design specs, and supported implementation QA.

Profile

Head of Design with **10+ years in design**, including **6+ in UX/UI and product**, and **25+ digital products** shipped for US-based clients.

I lead design from Discovery to developer handoff, build front-ends with AI-assisted coding, and own the business side: revenue, pricing, and new accounts.

Expertise

LEADERSHIP & BUSINESS

- Design team leadership
- Hiring & mentoring
- Design P&L
- Offer & pricing
- Client pitches
- Agile / Scrum

PRODUCT & RESEARCH

- Discovery
- MVP scoping
- User research
- Benchmarking
- Journeys & IA
- Usability testing
- Validation plans

DESIGN & BUILD

- Design systems
- Hi-fi UI
- Prototyping
- Responsive design
- AI-first workflows
- Vibe coding
- Front-end (HTML/CSS)
- Brand identity

Previous experience

DivLabs

UX/UI Designer

2023 – 2024

- Designed responsive websites, e-commerce, educational platforms, and management platforms for companies.
- Built and maintained web design systems; ran user research, usability testing, and synthesis.

Grupo Elga

Marketing Manager

2021 – 2023

- Designed and executed digital marketing strategies for the group's companies.
- Developed websites and campaign landing pages for multiple brands within the group.
- Supervised web development with external vendors; graphic design for digital and print.

Grupo K12 del Noroeste

Visual Designer

2020 – 2021

- Created and scheduled social media content; produced videos and animations.
- Designed institutional websites and graphic materials for digital and print media.

Erus SA de CV

Visual Designer

2018 – 2020

- UX/UI design for the company website, employee learning platforms, and a mobile app for the sales department.
- Graphic design for digital and print media; social media content, videos, and motion graphics.

Faccinetto Arquimagología

Jr. Graphic Designer & Community Manager

2016 – 2018

- Designed and executed social media campaigns and content.
- Graphic design for digital and print media; videos and motion graphics.

Education

ESDesign

Master's Degree, UX/UI Multidevice Web Design

2022 – 2024

- User-centered design, user research, prototyping, and design systems.

LaSalle University

Bachelor's Degree, Graphic Design

2013 – 2017

- Visual communication, creative design, and project management. Plus a Certificate Program in Humanities (2015 – 2017).

Certifications

Claude 101

Anthropic Academy
2026

Responsive Web Design

freeCodeCamp
2023

Visual Elements of UI Design

Coursera
2020

Tools

DESIGN & RESEARCH

Figma Figma Make FigJam
Miro Maze Framr

AI

Claude Figma MCP
Lovable Cursor Netlify
Google Stitch OpenAI

DELIVERY & BUSINESS

ClickUp Notion Jira
Zoho CRM Hubstaff

VISUAL & CODE

Photoshop Illustrator
After Effects Premiere
HTML / CSS

Industries

Health tech FinTech
AI products B2B SaaS
E-commerce On-demand
Logistics Startups
Hospitality Wellness
EdTech

Languages

Spanish Native
English Full professional