

## Education

Universidad Iberoamericana  
Puebla // 2009 - 2014  
Institute of Design and  
Technological Innovation  
Bachelor in Industrial Design

## Tools

Figma  
Figma • Miro  
Sketch  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere Pro  
Webflow • Bubble  
Mixpanel • Datadog  
Contentful  
Linear • Jira • Zendesk • Clickup

## Skills

Design  
Visual design, app and web  
interface design, prototyping and  
interaction, design systems and  
documentation, design  
principles, inclusive design and  
accessibility, design leadership,  
responsive design, copywriting,  
illustration, branding, and *some*  
3D

Research  
Discussion guides, user  
interviews, usability testing,  
qualitative and quantitative  
synthesis, sharing and  
storytelling

## Languages

English and Spanish

## Work Experience

Senior Product Designer @ PROOF  
REMOTE • APR 2023 - PRESENT

PROOF is a web3 company that celebrates the intersection of digital art and community. My main focus within product is leading UI/UX for PROOF NFT Collections (Moonbirds, Mythics and Collective Pass), NFT minting experiences, interactive reward claims, collector profiles within the PROOF platform, a token-gated marketplace, etc. I work closely with other product designers, engineers, product managers and community experts to create intuitive, inclusive and interactive interfaces within the blockchain that delight the PROOF and Web3 community.

Senior Product Designer @ Prima  
REMOTE • DEC 2022 - APR 2023  
As the founding designer, I helped establish a visual identity with leadership and a design system with engineering. I led the design efforts to build the MVP for an end-to end manufacturing platform solution to enable project managers handle the entirety of the most critical needs in the supply chain for both customers and suppliers such as quoting and design, procurement, production, quality inspection, delivery and invoicing. I led all design projects from conception to production and contributed to Go-to-market product strategies by conducting user research, user testing, product planning, wireframing and prototyping.

Senior Product Designer @ HOFR  
REMOTE • DEC 2020 - DEC 2022  
I worked closely with other designers, engineers, and sports game specialists to evolve the design system (iOS and Android) and suit of user/fantasy sports mobile app products. I led the design efforts for a User Game Creator (UGC) to enable users create, share and participate in paid-entry, quiz-based contests centered on live sporting events and bridge the gap between users participating in prop-based prediction contests "against the house". Led all product design efforts and manage two product designers and a team of contractors for motion and media design.

Head of Design @ ION UK  
REMOTE • JUN 2020 - DEC 2020  
ION Marketing is a SEO & Digital Media Agency where I helped scope and deliver design projects for clients based in UK, USA and LATAM from conception to delivery, we ensured all projects had a digital marketing strategy and optimisation integration with UI/UX design, Creative, Development, PR, Affiliate, Email and Analytics. I managed a team of three product /visual designers and worked with cross-functional teams (project managers, engineers, marketers, copywriters, executives) to convert ideas into delightful, engaging experiences for users.

Design Lead @ DA7OS (Data Apps & Online Services)  
REMOTE • JUN 2019 - DEC 2020  
DA7OS is a software agency that specializes in Cloud computing services for government dependencies where I collaborated with UI/UX design for app and web platforms, visual design with a focus on data visualization, branding, MVP launches, and product strategy. Ensured designs met client’s standards for usability, As a side quest, our team worked with leadership to define the company mission and values to help rebrand from a contractor business into a tech startup.

Senior Visual Designer @ Envista Holdings  
MEXICO CITY • MAY 2017 - JUN 2019  
Worked for a global dental group as 5 independent brands for Mexico and Central America (KaVo Kerr, Ormco, Nobel Biocare, Alpha Bio-Tec). Contributed to visual design projects for all brands simultaneously, conceptualized and created key visuals for marketing communication materials and product launch campaigns. Managed third party partners for branding, marketing, and events.