

WORK  
EXPERIENCE

### Professional Development and Freelancing

#### Career Break

May 2024 - Present

- Focused on mental well-being and professional growth while enhancing my design craft, pursuing a master's degree in [Information Design at the UPF - Barcelona School of Business](#). Volunteered as a [UX Lead at The Kaleidoscope Canada](#) — a mental health non-profit, and cared for dogs with behavioural needs through [Rover.com](#).

### Senior Product Designer

#### [Zenhub](#)

August 2021 - May 2024 • 2 yrs 10 mos • Vancouver, BC, Canada

- Led the end-to-end design of 4 web-app AI features in 2 months adopting an iterative and fast-delivery approach. Challenged the status quo, collaborated with cross-functional teams, and delivered engaging results for Zenhub and its customers.
- Promoted a growth mindset by recruiting and mentoring 2 senior designers to develop cohesive solutions, execute breakthrough ideas, and build new products, tools, and processes that advanced team goals.
- Revamped the onboarding flow with A/B testing and rapid prototyping, increasing user engagement by 8% and reducing drop-off rates by 12%.
- Drove the adoption of the design system by optimizing design variables, advocating for accessibility and reviewing processes, which enabled the development lifecycle to implement features more quickly and reduced lead time by 30%.

### Lead Product Designer

#### [Accenture — XD Studio](#)

July 2016 - August 2021 • 4 yrs 2 mos • Houston, TX, United States

- Led the digital transformation of a major Oil & Gas company's Field Worker Program by adapting and overcoming executive resistance through collaborative workshops, data-driven insights, and UX metrics. This initiative introduced new design frameworks and systems into the company.
- Transformed 12 outdated web and mobile apps into accessible solutions executing immersive field research by visiting well sites in the US to gather user insights.
- Built a strategic relationship with the client team, resulting in expanding the design team from 1 to 4 designers in 9 months.

### Head of Design

#### [Accenture — XD Studio](#)

August 2020 - August 2021 • 1 yr 1 mos • Monterrey, NL, Mexico

- Guided the career development and engagement of 90 UX/UI designers, enhancing DesignOps and reducing the attrition rates.
- Managed hiring and apprenticeship programs, leading to 50 new hires and forming an academy for new graduates and junior designers.
- Pioneered XD Studio's presence through campaigns, college outreach, and social media, ranking it among the top 5 UX studios in Latin America.

### User Centered Design Professor & Academic Advisor

#### [UNICA — Universidad de Comunicacion Avanzada](#)

September 2014 - December 2015 • 1 yr 4 mos • Monterrey, NL, Mexico

- Taught UX and Human-Computer Interaction to 80 Marketing and Digital Art students, introducing them to UX topics and emerging technologies.
- Mentored 2 final dissertations for Marketing and Digital Art students, whom achieved cum laude honors.

### Senior Interaction Designer

#### [Accenture — XD Studio](#)

November 2013 - July 2017 • 3 yrs 9 mos • Monterrey, NL, Mexico

- Led and translated abstract concepts and storyboards into successful PoC/Demos of web apps, mobile apps, kiosks, and digital walls integrated with IoT, AI chatbots, and XR/VR/MR technologies, resulting in over \$1M in sales
- Integrated UX motion design and rapid prototyping using Adobe AE, Principle and InVision to deliver immersive solutions for Avana, Accenture, and Microsoft.
- Crafted +30 innovative, multi-channel and multi-platform digital experiences for Energy, Retail, Insurance, Banking and Health industries.

### UX/UI Designer

#### [Usaria](#)

January 2012 - November 2013 • 1 yr 11 mos • Monterrey, NL, Mexico

- Crafted websites, apps, and brands for leading Latin American businesses, revamping their digital experiences.
- Partnered with executives in Banking, Retail, and Education to lead design thinking workshops, shaping innovative solutions and user journeys.

PROJECTS

### UX Lead & Design Strategist

#### [The Kaleidoscope Mental Health Support Society](#)

June 2024 - Present • Vancouver, BC, Canada

- Developed a user-centric web design strategy using Design Thinking and Service Design, enhancing site UX and performance.
- Coached student volunteers in UX practices and facilitated workshops to improve website ROI and conversion rates.

EDUCATION  
& CERTIFICATIONS

#### Master in Information Design

September 2024 — Present

UPF - Barcelona School of Management  
Online

#### Storytelling for Influence

IDEOU - Online certification

April 2023

#### Bachelor of Graphic Design

August 2007 — December 2011

UANL — Universidad Autonoma de Nuevo Leon  
Monterrey, NL, Mexico

#### Design Thinking Introduction

Accenture Innovation Center  
On-site certification

May 2019

SKILLS

#### Design

Team Leadership  
Interaction Design  
Product Strategy  
Visual Design  
Design Systems  
Wireframing  
Motion Graphics  
Prototyping  
Marketing  
Branding  
Design Thinking  
Information Architecture  
Usability Testing  
User Interviews

#### Tools

Figma  
Adobe AE, AI, XD.  
Mixpanel  
FullStory  
Lyssna.com  
Maze.com  
UserInterviews.com

#### Languages

English  
Spanish