

PROFILE

Product designer, technologist, and communicator with strong content design and information architecture skills with five years' experience as a full-stack UX designer. Leverage multidisciplinary background to find unexpected connections between technology and design, creating interactive experiences rooted in conversational design principles.

SKILLS

UX

Information architecture, content strategy/design, interaction design, diagramming, requirements gathering (user/job stories, scenarios, problem statements), spec generation, UXQA, evaluative/generative research, scrum and agile

Software & Programming

Figma, Sketch, InVision, Zeplin, Abstract, Whimsical, Mural, Miro, Confluence, Jira, Trello, Airtable, Javascript, JSON, HTML and CSS (latest coding personal project: [app, code](#))

WORK

Pact

SOFTWARE PRODUCT, PRODUCTIVITY AND COLLABORATION

Senior UX Designer | July 2022- March 2023

Wizeline

SOFTWARE DESIGN AND IMPLEMENTATION CONSULTING, GDL, MX

Senior UX Designer | May 2021 – May 2022

Mid-level UX Designer | March 2020 – April 2021

Associate UX Designer | July 2018 – February 2020

Clients at Wizeline

- Walt Disney DTCI
- Walmart México
- Neutrogena Australia
- Tecnológico de Monterrey
- CEMEX
- Lumiata Health AI

EDUCATION

New York University

FULBRIGHT SCHOLAR

MPS, Interactive Telecommunications Program | September 2016 – May 2018

Nielsen Norman Group

Application Design for Web and Desktop | October 2019

Universidad Panamericana, Guadalajara campus

Bachelor, Communications | August 2009 – May 2013

AFFILIATIONS

Wizeline Design Ops Committee

Cofounder, process designer, handbook author | 2018 – 2019

Committee lead | 2020

Wizeline UX Certification

Instructor and curriculum designer (modules: Accessibility & Human Factors, Information Architecture, Content Design) | 2021

IXDA Guadalajara Chapter

Keynote speaker, Lean Content Strategy | March 2020