

Sr. UX/UI Designer | Design Systems Specialist

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Profile

Senior Experience Designer with 9+ years of experience crafting intuitive digital solutions for global brands like Disney, Microsoft, and T-Mobile. Expert in User Research, Design Systems, and High-Fidelity Prototyping using Figma and Adobe CC. Multilingual professional (English, Spanish, French) with an MFA from Parsons, adept at leading remote, cross-functional teams to drive product engagement and accessibility.

Experience

SR. EXPERIENCE DESIGNER | CONCENTRIX CATALYST (REMOTE) 2020 – PRESENT Lead UX/UI initiatives for Fortune 500 clients, focusing on accessibility and retention. **Key Projects:** Co-led "Staying Sharp" (AARP) app design, building a comprehensive Design System and ensuring WCAG compliance. Redesigned a legacy B2B Insurance Portal, optimizing complex workflows (contract extended from 3 to 8 months). Led remote user research to drive engagement and collaborated with developers to implement high-fidelity prototypes.

UX/UI DESIGNER | GETACLUB (REMOTE) 2020 – 2021 Spearheaded user research and competitor analysis to uncover friction points and boost conversion opportunities across the customer journey. Designed experience flows and journey maps using behavioral insights to enhance usability and retention, while delivering clear UX documentation—from wireframes to personas—that accelerated development and improved cross-functional alignment.

EDITOR AND ANIMATOR | DRIVER DIGITAL (NOW DRIVER STUDIOS) (NY, USA) 2014 – 2016

Collaborated with high-profile clients including Disney, Mattel, and Nintendo to deliver high-quality content aligned with brand standards.

Illustrated, animated, and edited a weekly children's show, driving engagement through storytelling and visual appeal.

Part Time Teacher | TECNOLÓGICO DE MONTERREY [Aug 2016 - Jun 2020]

Remote teaching in Chihuahua, México from New York the following courses: Futurology in Industrial Design, Digital Modelling

Taught face-to-face classes in Chihuahua, México the following courses: Futurology in Industrial Design, Professional Insertion Project, Design Project IV

Education

MFA Design & Technology | Parsons The New School for Design (New York, USA) May 2016 | Awards: CONACYT & PEO Scholar

BS Industrial Design | ITESM Campus Chihuahua (Chihuahua, MX) Dec 2013 | Study Abroad: Politecnico di Torino (Italy)

Activities and Interests

Arts and crafts, dog training and ethology, art therapy, skating, weigh lifting, dancing.