

PROFILE

UX/UI Designer with 2+ years of experience creating digital products that solve real human problems.

I specialize in user research, wireframing, prototyping, and usability testing — with a strong visual background in illustration, motion, and 3D that helps me think beyond the screen.

I'm driven by purpose: I want to design for organizations that genuinely care about people and the planet.

WORK EXPERIENCE

- Creative Desing
MEISHY

May 2026 – Present

 - AI-Powered Digital Products: I orchestrate AI workflows to design mobile-first digital cards (Meishys) and SEO-optimized sites built for product clarity and sales conversion.
 - Brand Systems & Storytelling: strategic sales storytelling across every digital touchpoint.
 - Strategic Execution:Lead projects at the intersection of design, technology, and marketing
- Kirana Labs
UX/UI Designer

Apr 2025 – May 2026

 - Lead end-to-end UX design for digital platforms serving startups and enterprise clients
 - Define UX strategy and information architecture for custom web and mobile applications
 - Bridge business goals with user needs to deliver scalable, intuitive products
 - Collaborate with dev teams and clients to align design decisions with technical constraints
- NESCAFÉ México

Mar – Dec 2024

 - UX/UI Designer (Professional Practice)
 - Designed intuitive, brand-aligned digital experiences for one of Latin America's most recognized consumer brands
 - Balanced innovation with strict brand guidelines while solving complex UX challenges
- Grupo Aerobot

Apr 2024 – Jan 2025

3D Animation Instructor

 - Taught Blender 3D animation to students of varying levels, focusing on visual storytelling and teamwork
- Dreambetter Studio

Dec 2020 – Mar 2024

Visual Artist & Motion Designer

 - Created custom visual identities, illustrations, and 2D/3D animations for musicians in Mexico's Lo-Fi scene
 - Sustained a consistent freelance client base for 3+ years; delivered motion graphics, album art, and branded assets

EDUCATION

- MBA – Global Business

AdministrationBUAP · 2024 – Present
- BA – Digital Art & Applied Design

BUAP · 2017 – 2022
- UX/UI Design Specialization

EBAC LATAM · 2024
- 3D for Video Games

EBAC LATAM · 2024

CERTIFICATIONS

- Introduction to Data Science

Harvard Online · 2024
- Google UX Design Professional

Google · 2025
- Google Digital Marketing & E-commerce

Google · 2026
- AI Fluency Framework & Foundations

Anthropic · 2026
- Search Engine Optimization and Content Marketing

IBM · 2026

TOOLS & SKILLS

Figma · Framer · Useberry · Wordpress · Miro · Adobe XD · Photoshop · Illustrator · After Effects · Blender · Unreal Engine · Canva · Jiro

COMPETENCIES

User Research · Usability Testing · Design Systems · Wireframing · Prototyping · SEO · AI Orchestrator Challenge · Design Thinking · Visual Storytelling

LANGUAGES

Spanish – Native
English – Advance (C1)

AWARDS

- 1st place – CREATÓN 2019
- 1st place – Psychoactive Art Contest, LPSD
- 1st place – Comics Creation Contest, BUAP
- Global Game Jam participant