



Education & Language




Universidad de Guadalajara  
Bachelor's Degree in Graphic Design  
2006-2010

Advanced English Level: B2

Methodologies, Technical Skills and Knowledge

- Design System
- Atomic Design
- Foresight Design
- Accessibility
- Design Thinking
- Product Design
- Project Lead
- Lean UX
- Double Diamond
- User Research
- User Flow Design
- Use Case Definition
- WebCode Review
- HTML & CSS




Figma

Expert level  
9 years of experience



Sketch

Expert level  
8 years of experience



Adobe CC

Expert level  
20 years of experience



inVision


Advanced level  
8 years of experience



Jira

Advanced level  
8 years of experience


Career Path and Current Project



**HP Inc.**  
**Senior Lead UI/UX Designer**  
**Teamleader**

From July 2021  
Up to date

**Technologies used**



- Figma
- FigJam
- Adobe CC
- inVision
- Miro
- Baymard
- Chromatic
- Hotjar
- Zeroheight
- Storybook
- Github
- HTML
- CSS
- Jira

Main responsibilities

Design System Teamleader

Provide guidance and address inquiries within the team while also offering expert advice to external teams on the proper use of the design system. My responsibilities involve managing workload distribution by assigning tasks and monitoring progress to ensure efficient task management. Additionally, it includes resolving conflicts and facilitating discussions within the team to maintain a collaborative environment. Act as the artistic director to ensure that the design system and new components are consistently aligned with the company's branding. Support the professional growth of team members and address their needs to foster their development.

Senior Lead of the Design System & Libraries

Responsible for developing and maintaining a unified design system and component libraries to ensure consistency across HP's digital products. Define design principles, create comprehensive guidelines, and manage reusable components to enhance both innovation and efficiency. Collaborate with cross-functional teams to integrate best practices and ensure a cohesive, user-centric digital experience.

User Interface Design and Product Ownership

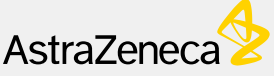
Oversee the design of user interfaces to ensure they are intuitive and visually appealing. Manage the creation of low- and high-fidelity prototypes to explore and validate design concepts, refining them based on feedback. Continuously iterate on designs to enhance the user experience, integrating emerging web technologies and trends to drive innovative feature development. Ensure alignment with product goals and user needs throughout the design process.

Web Product Management and Component Oversight

Manage the development and enhancement of HP.com/Shop's web products throughout their lifecycle, from ideation to launch. Define product requirements, prioritize features, and coordinate with cross-functional teams. Collaborate with developers to ensure design components are implemented correctly, and review and approve code changes to meet design specifications.

Figma Workshop, Trainer and Seminar Instructor


Lead and facilitate interactive, hands-on workshops, seminars, and training sessions focused on Figma. Serve as the main point of contact for all Figma-related inquiries, providing expert guidance and support to ensure users fully leverage Figma's capabilities. Stay current with the latest updates and best practices in Figma to offer relevant and valuable instruction, ensuring our team remains proficient and up-to-date with industry standards.




**AstraZeneca**  
**Senior UI/UX Designer**  
**External Consultant**

2023 Project

**Technologies used**



- Figma
- FigJam
- Adobe CC
- inVision
- Miro
- Boxes and arrows
- LogRocket
- Power BI




**Jabil Inc.**  
**Senior UI/UX Designer**  
**Teamleader**

From November 2020  
To July 2021

**Technologies used**




- Figma
- Adobe CC
- Trello
- Miro
- HTML
- CSS
- Wrike
- Magnolia CMS




**Coppel**  
**Senior UI/UX Designer**

From September 2019  
To November 2020

**Technologies used**




- Figma
- Sketch
- Adobe CC
- inVision
- Miro
- Trello
- Optimal Workshop
- Zeroheight



**Herbalife Nutrition**  
**Senior UI/UX Designer**  
**Art Coordinator**

From January 2017  
To September 2019

**Technologies used**



- Figma
- Adobe CC
- Trello
- Github
- HTML & CSS
- ServiceNow
- TeamSite
- Mediabin Library

