

Professional Profile

I am a **UX/UI Designer with 15 years of experience** creating clear, functional, and coherent digital products.

**I specialize in interface design and design systems (Design Systems), collaborating with development and product teams** to build user-centered and visually consistent experiences.

**I always seek a balance between usability, aesthetics, and technical feasibility**, adapting the design to the real needs of the project and its users.

I have created and evolved **Design Systems in Figma, working with tokens, components, and shared libraries** to improve visual consistency and optimize design and development processes.

I am motivated by **designing solutions that simplify team workflows and enhance people's** everyday experiences.

Connection between Research, Business, and UX/UI

**I transform research insights into clear and actionable UX/UI solutions**, focused on real business priorities and user needs. I analyze qualitative and quantitative data to identify behavior patterns and turn them into flows, wireframes, and functional prototypes.

**I work closely with product and development teams** to ensure that every design decision stays aligned with project goals and enhances the overall user experience.

My goal is for design to be not only usable and consistent, but also **to deliver tangible value to people and measurable results to the product**.

TECHNICAL SKILLS

- Creation and maintenance of scalable Design Systems.
- Management of Design Tokens and variables in Figma.
- Design of responsive and accessible interfaces (WCAG).
- Wireframes, interactive prototypes, and visual documentation.
- Information architecture and interaction flow design.
- Functional documentation, style guides, and technical handoff.
- Collaboration with development teams (components, specs, and token synchronization).
- Tools: Figma (advanced), Penpot, Adobe XD, Sketch, Adobe Illustrator, and Photoshop.
- Implementation and adaptation of multi-brand systems.

SOFT SKILLS

- Collaboration and communication with multidisciplinary teams.
- Empathy and a collaborative mindset.
- Adaptability and effective time management.
- Ability to synthesize and strong visual storytelling.
- Visual thinking and a practical approach.
- Curiosity and continuous learning.
- Attention to detail and commitment to quality.

LANGUAGES

- Spanish: Native
- English: Professional working proficiency  
Regular use in design projects and technical environments; continuously improving.

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PROFESSIONAL EXPERIENCE

Aitire Cloud (Cloud Solutions)  
2021-2024 / Full-time employee

- Creation and maintenance of a Design System in Figma with over 300 components, improving visual consistency and reducing delivery times.
- Direct collaboration with development teams to synchronize components, tokens, and technical documentation, ensuring consistency between design and code.
- Design of flows and interfaces for cloud platforms, focused on clarity, usability, and product scalability.

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Bionix Supply Chain Technologies (RFID Solutions)  
2020-2021 / Freelance

- Comprehensive design of digital products for desktop, mobile, and interactive display environments connected via RFID, ensuring visual consistency and scalability.
- Creation of adaptive interfaces for industrial, retail, and healthcare contexts, aligned with each sector's operational goals.
- Design of real-time traceability, inventory, and logistics apps, optimizing usability even in complex work environments.
- Development of internal Design Systems to improve visual coherence and accelerate design and development processes.
- Direct collaboration with hardware, software, and data analysis teams, integrating technology and user experience into a single workflow.

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OPSOU (UX/UI Design + Development Agency)  
2008-2019 / Co Founder

- End-to-end project development, from research and product definition to design and final delivery.
- Collaboration with multidisciplinary teams, balancing business goals, technical feasibility, and user experience to achieve effective and sustainable solutions.
- Conducting research with users and stakeholders to identify real needs and opportunities for improvement.
- Facilitation of ideation and functional definition workshops with clients and internal teams.
- Design of interfaces and digital solutions for web platforms, mobile apps, and control systems, adapted to different usage contexts.
- Creation of customized Design Systems and style guides, ensuring visual consistency, scalability, and agility in development.
- Support in evaluating design outcomes and driving continuous improvement in UX/UI processes.