

About

UX/UI designer with 5 years in digital design, currently leading the interface of Petco Mexico and Chile.

Skills

- Figma, design systems and tokens
- High-fidelity prototyping, mobile-first
- UX research: interviews, benchmarking, heuristics
- Information architecture and user flows
- Usability testing, A/B testing, accessibility
- Motion graphics and microinteractions
- Applied AI: assisted design, image and video generation

Experience

Petco Mexico & Chile

Sep 2025 – Present
Mexico City

– UX/UI Designer

- I lead the Home redesign for Mexico and Chile. In Chile I restructured the entire site to shorten the scroll to product and reorder campaign hierarchy, so users reach their category sooner and channel conversion improves.
- I reworked the information architecture and the user flow of the pet selector (Dog / Cat): fewer navigation steps and a personalized catalog from the first screen.
- I design views, components and landing pages for both markets within a shared design system; reusable components and tokens shortened per-campaign production and brought consistency across MX and CL.
- I benchmark against 12 retail and D2C brands across 8 countries and apply heuristic and accessibility review before every handoff, which cuts rework with engineering.
- I defined a 3-sprint roadmap with usability tests and A/B testing to validate each hypothesis with data before release.

Petco Mexico

Dec 2024 – Sep 2025
Mexico City

– Visual Communicator

- Designed mailings, coupons and e-commerce banners on weekly cycles, sustaining the commercial calendar without slowing launches.
- Redesigned the promotions system to unify how discounts and validity dates are communicated, making the offer legible in any piece.
- Implemented AI-generated PDP imagery and video for high-volume campaigns such as Hot Sale, covering hundreds of assets without photo production.

Experience

Bungaloo Studio

Mar 2023 – Aug 2024
Mexico City

– Designer Jr. → Sr.

- Moved from Junior to Senior in little over a year, taking on more demanding accounts and reviewing the team's work.
- Designed branding, BTL, advertising and digital assets for L'Oréal, HSBC, P&G, Amazon, Elanco and Seguros Monterrey NYL under corporate brand guidelines and tight deadlines, reducing client revision rounds.

Freelance

2020 – 2024
Mexico City

– Graphic Designer

- Social service and scholarship at UNAM's DGCS, producing institutional communication assets.
- Branding and visual communication for J&H Abogados, Ideal Sprayers, AZ & Asociados, ADEUNAM and T&PI, defining identity and applications from scratch.

Tools

Product design

- Figma
- Figma Make
- FigJam
- Miro

Graphics & motion

- After Effects
- Lottie
- Illustrator
- Photoshop

Generative AI

- Claude (Figma MCP)
- Gemini · ChatGPT
- Midjourney · Flux · Ideogram
- Kling · Higgsfield · Runway

Prototyping & build

- Lovable
- Vercel
- VPS and deployment
- Working HTML and CSS

Research & data

- Maze · UserTesting
- Hotjar
- Google Analytics
- Optimizely (A/B testing)

Ways of working

- Jira · Scrum and Kanban
- Notion
- Slack · Teams
- Google Workspace

Education

BA in Graphic Design

FES Acatlán, UNAM
2018 – 2022 · Graduated

Languages

Spanish (native)
English (B2)

Certifications

- UX Research · Platzi 2026
- UI design and prototyping · Platzi 2026
- Figma · Platzi 2026
- Diploma in Marketing and Digital Communication · FES Acatlán 2025
- AI-assisted design · Platzi 2026
- AI image generation · Platzi 2026
- AI video generation · Platzi 2026