

I'm a UX/UI designer and CRO lead with 10+ years across banking, branding, and editorial — self-taught, front-end development included. Currently designing full-page web experiences for a top tech company, and before that leading conversion testing and mentoring a design team at a top Mexican bank. I also build my own tools — including a Claude-powered CRO analyzer that turns any public URL into a full benchmark and testing backlog. Bachelor's in graphic design, master's in IT management, fluent in Spanish, English, and Portuguese.

Work experience

Accenture | UX/UI Designer & CRO Lead | Jul 2026 – Present

- **Top 5 Tech Company | UX Designer | Jul 2026 – Present**
 - Work within an established design system to design and deliver full-page web experiences, proposing new patterns when the system doesn't cover a specific need.
 - Hand off dev-ready specs and assets for every page, keeping design and engineering moving at the same pace.
 - Track each request from intake to delivery, keeping stakeholders informed on status and turnaround.
- **Top 3 Mexican Bank | CRO Lead | Feb 2025 – Jun 2026**
 - Run A/B and multivariate tests to improve conversions and the visibility of financial products like cards and insurance.
 - Contributed to an organic cross-sell strategy that reached a 10% completion rate on credit card applications and 1% on debit account openings — no paid media.
 - Built a Claude-powered CRO analysis tool that generates a competitive benchmark, heuristic diagnosis, ICE-R prioritized recommendations, and an A/B testing backlog from any public URL.
- **Top 3 Mexican Bank | UX/UI Designer | Nov 2021 – Feb 2025**
 - Mentored a team of 3 designers and helped build the rituals and dynamics that made design, product, and business work better together.
 - Designed and validated landing pages, simulators, and prototypes through user testing — including the Digital Mortgage Pre-Approval, one of the bank's first fully digital application flows.

BBVA | Front-end developer | Jul 2019 – Nov 2021

- Built internal tools that streamlined auto and mortgage loan processes, branch operations, and staff onboarding — including the #AmigoBBVA initiative.
- Worked in Scrum teams alongside back-end and QA engineers using Angular, HTML, CSS, and JavaScript.

Transfer | UX/UI Designer & CRO Lead | Aug 2018 – May 2019

- Worked on the redesign of a fintech app backed by a top Mexican bank and the country's largest mobile carrier — targeting people who didn't want a traditional bank account.
- Designed part of the digital onboarding from scratch, including UX, UI, and design system, and explored a marketplace expansion that would've widened what users could do inside the app.

IFT | Web designer | Jan 2017 – Aug 2018

- Designed and built institutional websites including a satellite tracker, a catalog of every mobile device available in Mexico at the time, and pages aimed at helping users understand their telecom rights.
- Applied universal design and WCAG accessibility standards throughout.

Education

- Master in IT Management (2022).
- Bachelor in Graphic Design (2013).

Skills

- Figma, Claude AI, A/B Testing, Multivariate Testing, ICE-R, Heuristic Analysis, Scrum, UX/UI Design, CRO, Branding, Editorial Design, Front-end Development, HTML, CSS, JavaScript, Angular.

Languages

- English, Portuguese, Spanish (Native).