

Product Designer with a strong UX, UI, and product thinking foundation. Over 10 years of experience crafting user-centered solutions that balance usability, visual design, and business goals. Proven ability to lead end-to-end design processes, collaborate with cross-functional teams, and deliver impactful products. Passionate about creating intuitive digital experiences that solve real problems. Strong skills in problem-solving, research, and innovation.

## PROFESSIONAL EXPERIENCE

### Graph Code

**PRODUCT DESIGNER / UX DESIGNER** [Jun 2022 to Present]

- Lead product design for web applications for government agencies, which has significantly improved the process between the public and government.
- Worked closely with product managers, developers, and stakeholders to translate business needs into design strategies.
- Designed end-to-end solutions, building design systems and high-fidelity prototypes.
- Conducted user interviews and usability testing to validate product decisions and iterate rapidly.
- Developed solutions that have become the standard for similar products.

### ePermitHub

**UX DESIGNER / MARKETING** [Nov 2021 to Jun 2022]

- Defined the interaction design and prototype (Bootstrap) of the ePermitHub Plan Review application for Accela and Salesforce.
- Responsible for the creation of marketing materials (presentations, videos, graphics)

### Digital Creativation LLC (Freelance)

**GRAPHIC DESIGNER / WEB DEVELOPER / UX DESIGNER / MARKETING** [2016 - 2021]

- Design and development more than 30 corporate websites for various types of clients.
- Develop 3 e-commerce websites
- Video production (script, shooting, post-production)
- Marketing strategy design and development for businesses
- Branding design (logo, business cards, flyers)

## EDUCATION

**2025** "AI for Designers" and "How to Design for Augmented and Virtual Reality". IxDF Interaction Design Foundation, USA.

**1998-2003** Bachelor in Library and Information Science. Faculty of Social Communication. University of Havana, Cuba.

**1994-1996** Industrial Design. Institute of Industrial Design, Havana, Cuba.



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## SKILLS

- Information Architecture
- Interaction Design
- Design Systems
- UX/UI design
- Cross-functional collaboration
- Multitasking
- Wireframing & Prototyping
- CMS Website development
- HTML and CSS
- Digital marketing
- Video Production

## TOOLS

- Figma
- Adobe XD
- Lucid Chart
- Miro
- WordPress
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Adobe Animator
- Adobe Dreamweaver
- Visual Studio Code
- Generative AI tools



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