

I define the problem behind a product flow, prototype and design the solution, stay hands on while it gets built, then read the data and decide what to improve next. The cycle never really ends: every release is the starting point for the next one. 2+ years designing insurance products for Mexico and LATAM with three of Mexico's largest insurers: AXA (top 3 auto), Mapfre (top 5) and Zurich. I co-lead a cross-functional team of designers and engineers and use AI throughout that cycle, including vibe coding to prototype ideas early.

Experience

Lead Product Designer, Guros

Aug 2024 to Oct 2026 · Insurtech, Mexico and LATAM · Remote
Product Designer until Jun 2026, then promoted to Lead

- **Grew total sales 35.2% year over year at Mapfre Mexico** (one of Mexico's top 5 car insurers), measured by completion of a key quote step rising from 56.5% to 97.4%, by leading a dedicated squad to analyze the funnel and prioritize fixes by impact.
- **Shipped 3 connected products for AXA's e-commerce channel** (one of Mexico's top 3 auto insurers), covering the full customer-to-agent journey, by leading the team and building lead scoring into every drop-off point.
- **Won AXA's account with a live, try-it-yourself prototype**, by building it with vibe coding during the pitch.
- **Built Guros' design team from the ground up**, from hiring case study to final decisions, by co-leading a cross-functional team of designers and engineers with an Engineering Manager.
- **Owned delivery end to end** across auto quoting, claims reporting and partner activation, measured by weighing expected value against cost, by working side by side with development and using Google Analytics to drive AI adoption throughout the workflow.

UX/UI Designer, Binnacle App

Feb to Aug 2024 · Startup, company metrics dashboards · Remote

- **Shipped desktop, app and web interfaces** from wireframes to high-fidelity prototypes, measured by consistent UI across platforms, by building the design system from scratch.

Projects

Cofounder & Lead UX Designer, Pulso

Concept, paused · Healthcare financing · Mexico

- **Opened healthcare financing to patients turned away by traditional credit**, letting them apply from home instead of at the clinic counter, by designing a WhatsApp signup flow and take-home Exit Kit.

Inclusive Finance Challenge, United Nations (UNDP) Mexico

2nd place · 2025

- **Won 2nd place designing inclusive finance for underserved women entrepreneurs in rural Mexico**, giving them microinsurance with no app required, by folding coverage into the weekly loan payment they already make.

Education

Bachelor's degree in Product Design — ITESM (Tecnologico de Monterrey).

University of Leeds — Leeds, UK. Exchange semester: marketing, media psychology, color psychology, management, sustainability, basic electronics.

Aalto University — Helsinki, Finland. Summer program: environmental design, circular economy, co design.

Certificates — Google UX Design Professional Certificate (2025) · Stanford, UX/UI Design for AI Products (2026).

Additional

- **Product strategy & delivery** — End to end flow ownership, 0 to 1 product design, problem framing, roadmap input, prioritization, cross functional leadership, stakeholder communication.
- **Research & data** — Usability testing, user research, product analytics, A/B testing, metrics driven iteration.
- **AI assisted design & tools** — Rapid prototyping, vibe coding, usability exploration, AI assisted developer collaboration. Figma, Google Analytics, Bolt, Claude Design, Claude Code.
- **Leadership** — Team growth and 1:1s, coaching, hiring, task scoping, aligning design and business through data.
- **Languages** — Spanish (native) · English (C2) · Dutch (B1, conversational).