

ABOUT

I'm a Mexican product designer in Prague, currently designing trust into AI security at Cisco. I work end-to-end — from discovery to delivery — partnering with product, engineering, and data to ship measurable outcomes. I'm especially proud of co-founding Labor, a social startup born out of a passion for using design as a tool for change.

SKILLS

End-to-end product design (discovery → delivery) · iOS, Android & web · Prototyping & interaction design · User research & usability testing · Design systems · Experimentation & metrics ownership · Figma · AI-assisted prototyping with code

EXPERIENCE

Sr. Product Designer, AI Security

Prague, Czechia | 2025 – Present day

Cisco

Cisco secures how the world connects. I design trust and safety into AI-powered security products — turning complex, high-stakes workflows into experiences security teams can understand and rely on, and helping shape how people safely adopt AI. I partner with engineering, research, and product in a regulated, high-stakes domain, owning design quality from concept to shipped product. Some details are under NDA.

Sr. Product Designer

Berlin, Germany | 2022 – 2025

GetYourGuide

GetYourGuide is a global marketplace focused on travel experiences. I led the design and shaped the product strategy for video content on the platform, rebuilt the review experience (+65% completion, 1M+ customer photos in the first ten months), introduced AI-driven personalization (driving marketplace growth), and crafted key info modules that help users make booking decisions faster (increasing the conversion rate of our pages). Most recently I shaped the search and discovery experience, enabling travelers to understand destinations and browse our inventory.

Head of Product Design (started as Sr. Product Designer)

Berlin, Germany | 2020 – 2022

Plantix

Plantix is the world's most downloaded app for farmers that lets users diagnose and treat crop diseases with their phones. I helped the company set up an international remote design team, create and implement a design system to support front-end engineering, set up a design process, and redesign their second venture Plantix Partner.

Visual Designer

Queretaro, Mexico | 2019 – 2020

Grupo Razvoj

Grupo Razvoj is a real-estate developer from Mexico that specializes in luxury commercial and living projects. I introduced new visuals and unified the brand's identity to ensure consistency across different platforms. I was also responsible for the creative direction of new projects and increased conversion rates of our marketing websites by up to 300%.

EXPERIENCE (CONTINUED)

Jr. Product Designer

Queretaro, Mexico | 2017 – 2019

Tonic Latam

Tonic is a design agency that helps companies build experiences and products that are socially and environmentally responsible. During my time here, I worked on multiple projects defining the product strategy, conducting user research, creating visual identities, and designing mobile and web apps for a variety of markets.

Product Designer

Queretaro, Mexico | 2016 – 2018

Labor

Labor was a side project that I started with a group of friends. While attending school, we created a social innovation startup backed up by the government to empower ethnic communities in Mexico. We co-designed and developed an immersive cultural and educational experience that allowed people to rediscover and connect with Mexican culture.

Freelance Designer

Mexico | 2015 – 2020

I started my professional life as a freelancer. This allowed me to explore areas outside design like: marketing, product, leadership, entrepreneurship, and management.

ACHIEVEMENTS

Social Innovation Award

Abierto Mexicano de Diseño – 2019

Finalist (Top 40 Europe)

Design Flows – 2021

LANGUAGES

Spanish

Native proficiency

French

Limited working proficiency

English

Bilingual proficiency

EDUCATION

Industrial Design with Specialty in Social Innovation (B.A.)

Tecnologico de Monterrey (ITESM) – 2014 – 2019

Entrepreneurship (Summer program)

UC Berkeley – 2019

UX/UI Design Specialty (Online)

California Institute of the Arts – 2020

Business Management & Marketing (Exchange program)

Rigas Technical University – 2019