

ABOUT

I'm a Mexican product designer in Berlin, currently shaping the search and discovery experience @GetYourGuide. Most of the projects I've worked on aim to improve the way we live today. I'm especially proud of co-founding Labor, a social startup born out of a passion for using design as a tool for change.

ACHIEVEMENTS

Finalist (Top 40 Europe)
Design Flows
2021

Social Innovation Award
Abierto Mexicano de Diseño
2019

EXPERIENCE

Sr. Product Designer

GetYourGuide

Berlin, Germany | 2022 - Present day

GetYourGuide is a global marketplace focused on travel experiences. Over the last two years, I've led the design and shaped the product strategy for video content on the platform, redesigned the review process (doubling engagement), 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). Nowadays I'm focused on creating a better search and discovery experience enabling travelers to understand destinations and browse our inventory.

Head of Product Design (Started as Product Designer)

Plantix

Berlin, Germany | 2020 - 2022

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

Grupo Razvoj

Queretaro, Mexico | 2019 - 2020

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%.

Jr. Product Designer

Tonic Latam

Queretaro, Mexico | 2017 – 2019

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

Labor

Queretaro, Mexico | 2016 – 2018

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.

LANGUAGES

English

Bilingual proficiency

Spanish

Native proficiency

French

Limited working proficiency

EDUCATION

UX/UI Design Specialty (Online)

California Institute of The Arts

2020

Entrepreneurship (Summer program)

UC Berkeley

2019

Business Management & Marketing (Exchange program)

Rigas Technical University

2019

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

Tecnologico de Monterrey (ITESM)

2014 – 2019

