

ABOUT

I'm a Mexican interdisciplinary product designer currently living in Berlin, leading the product design team at Plantix, transforming the way farmers around the world manage and grow their crops. Most of the projects I've worked on aspire to improve the way we live today. Most proud of co-founding Labor, a social startup born out of the passion for using design as a tool for change.

ACHIEVEMENTS

Social Innovation Award

Abierto Mexicano de Diseño
2019

Best Project (Student Category)

DI - Integra
2019

EXPERIENCE

Head of Product Design (Started as Product Designer)

Plantix

Berlin, Germany | 2020 - Present

Plantix is the world's most downloaded app for farmers that lets users diagnose and treat crop diseases with their phones. So far, I've 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 our second venture Plantix Partner.

Nowadays, I'm working on helping millions of farmers in need of a product connect with local retailers to fulfill that need.

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 for clients across different industries. I defined the product strategy, conducted user research, created visual identities, and designed mobile and web apps for a variety of markets

Product Designer

Labor

Queretaro, Mexico | 2016 - 2018

Labor was a side project turned into a small business that started with a group of friends. While we were in 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. I made this choice because, at that time, it was the only way for me to keep myself continuously learning: design, marketing, product, leadership, entrepreneurship, and management.

During this time, I had the opportunity to work with amazing people, designing products and services that serve multiple industries.

LANGUAGES

English

Bilingual proficiency

Spanish

Native proficiency

French

Limited working proficiency

German

Elementary 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

