JAIME CRUZ MARTÍNEZ

PRODUCT DESIGNER (UX/UI) · GROWTH · DESIGN SYSTEMS

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Product Design specialist focused on Growth Design (+35% conversion, +15% revenue), scalable Design Systems, experimentation, and user-centered Information Architecture. With over a decade designing digital products, I turn complexity into business outcomes through strategic design and end-to-end execution.

I combine UX Research, Behavioral Economics principles, and AI-assisted workflows to make data-driven decisions and translate insights into actionable product improvements—leading cross-functional initiatives with Product and Engineering. Experienced across Fintech, Proptech, and SaaS, optimizing products from Discovery through post-launch iteration in high-growth startups and Enterprise platforms.

· CORE SKILLS ·

Product Design (End-to-End) · **UX/UI** (Visual + Interaction Design) · **Design Systems** · **UX Research** (Qualitative & Quantitative) · **Growth Design** · **Data-Driven Design** · **Prototyping** · **Figma**

· METODOLOGÍAS ·

Design Thinking · **Human-Centered Design** · **Double Diamond** · **Lean UX** · **Design Sprint** · **Service Design** · **Process Mapping** · **Journey Mapping** · **Behavioral Economics**

· PROFESSIONAL EXPERIENCE ·

Xiuh — Product Designer & UX/UI — 2018-Present

- **End-to-end Product Design:** Lead Discovery, define user flows, create wireframes and prototypes in Figma, and deliver dev-ready handoff with documentation.
- **User-centered design:** Translate business goals into validated solutions using Design Thinking and stakeholder collaboration.
- **Design Systems:** Build and maintain scalable systems (components, patterns, guidelines) to improve consistency, reduce friction, and accelerate delivery with Engineering.
- **Agile/Scrum collaboration:** Partner with Product, Engineering, and Marketing on prioritization, scope, state documentation, and QA.
- **Impact:** +35% usability/conversion | +15% revenue across brands including Zahoree, Intus, and Jack Herer

Nolab — Lead UX / UI — 2022-2024

- Led an end-to-end redesign of an omnichannel real estate investment platform, focused on experience and conversion.
- Conducted qualitative + quantitative UX Research and created journey maps to simplify flows and reduce decision friction.
- Facilitated co-creation workshops with stakeholders (Business/Ops/Tech) to align vision, priorities, and a conversion-oriented roadmap.
- Built a scalable Design System (components, patterns, guidelines) to improve visual coherence and implementation efficiency with Engineering.
- Managed and mentored 3 junior designers; established quality standards, continuous validation, and A/B testing practices.
- Results: +40% leads | +15% annual revenue.

Archer Troy — Lead UX/UI, Post-Pro & Creative Director — 2016-2020

- Founding UX/UI: Built and scaled the UX/UI team; defined processes, standards, and collaboration with Marketing and Engineering for digital products and campaigns.
- Growth + UCD: Led purchase experience strategy across web and social (journeys, UI, CRO) with continuous optimization.
- Behavioral design: Applied social proof and scarcity triggers to improve performance and conversion across web/social campaigns.
- Post-production leadership: Built and led a motion/audiovisual post-production team; standardized workflows and accelerated delivery.
- Creative leadership: Directed internationally awarded campaigns and supported account growth, winning brands such as Amazon Prime Video.

Early Career — 2005-2015

Foundational experience at global agencies: **UX/UI & Digital Creative** (Havas Worldwide), **Head of Art & UX/UI** (Random Interactive), **Digital Creative** (Saatchi & Saatchi), **Digital Art Director** (Ogilvy & Mather), **Interactive Art Director** (Leo Burnett), and **Senior Multimedia Designer** (ILCE)—strengthening my craft across UX/UI, multimedia, and creative direction.

· LANGUAGES ·

Spanish (Native) · English (Intermediate, B1)

· EDUCATION & PROFESSIONAL DEVELOPMENT ·

Multimedia Design

Universidad del Valle de México

Behavioral Economics

UX Research MX / Darinka Buendía

Art Oriented Interfaces

Centro Nacional de las Artes

Interactive Interfaces

Unidad de Posgrado (UNAM)

Advanced User Experience

IxDF / Interaction Design Foundation

The Project Manager's

Stack Social

Writing and Storytelling

ITESM / Guillermo Arriaga

Google UX Design

Google

Motion Graphics and Interactive

Notch London / Armin Werx

TOOLS & TECH

Tools & Technology (Core)

- **Product Design & Prototyping:** Figma (Variables, Components, Auto Layout), Framer, Rive, Webflow
- **Design Systems & Ops:** Tokens Studio, Storybook, Zeroheight, WCAG
- **UX Research & Data:** GA4, Hotjar, Dovetail, Maze, Optimal Workshop
- **Collaboration & Delivery:** FigJam, Miro, Notion, Jira (Scrum), Slides / Keynote
- **Visual Craft:** Adobe Firefly, Photoshop, Illustrator, ComfyUI, Midjourney

Tools & Technology (Plus)

- **No-Code & Build:** FlutterFlow, Relume
- **AI-Augmented Design:** ChatGPT, Claude, Perplexity, NotebookLM
- **Creative Tech / Motion / Immersive:** Blender, Notch, TouchDesigner, Unreal Engine, Spline, Runway
- **Automation & Integrations:** Make, Zapier, n8n

· HARD SKILLS ·

- **Product & UX:** User Experience, User Interface, Interaction Design, Design Systems, Product Roadmapping, Mobile-first & Responsive Design, Accessibility (WCAG)
- **Data & Growth:** Data analysis for design, Experimentation (A/B Testing), Feature prioritization
- **Creative & Tech:** Art Direction, Motion Graphics, Creative Technologist, Storyboards

· SOFT SKILLS ·

Leadership · Communication · Strategic thinking · Cross-functional collaboration · Problem solving · Adaptability

· AWARDS ·

Cannes Lions: Bronze

P&G – Olay
"The Lifesaver T-Shirt"

Circulo de Oro: Media – Bronze

Amazon – Prime Video
"The Live Trailer"

Effie Awards: Bronze

MYT – Ambulante
"Prejuicios"

WINA Awards: Bronze

Bajaj
"Life Key"

Circulo de Oro: DA – Bronze

Paseo Interlomas
"Trineo"

Circulo de Oro: Media – Oro

P&G – Olay
"Lupita Torres"