

JAIME CRUZ MARTÍNEZ

PRODUCT DESIGNER · DESIGN SYSTEMS · AI WORKFLOWS

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Product Designer with +10 years of experience creating **end-to-end** digital products in **SaaS, Proptech, and Fintech**. I transform complex ideas into intuitive, high-impact experiences — from discovery and **qualitative/quantitative research to high-fidelity prototypes and technical handoff**. I focus on delivering solutions that significantly improve usability and business results (+35% conversion and +15% revenue).

I strategically integrate AI throughout the entire process (Claude, Figma AI, etc.) to accelerate research, ideation, and delivery. Specialized in scalable Design Systems with token architecture, Behavioral Economics, and WCAG standards. I collaborate agilely and cross-functionally with Product, Engineering, and Marketing teams using Dual Track Agile, easily adapting to different style guides and client needs.

· PROFESSIONAL EXPERIENCE ·

Xiuh **Product Designer & UX/UI** **2018-Actual**

Key Projects: Jack Herer (2025), Mituo Design System (2026), Intus/InSpace (2026), Zahoree (2024)

- Lead discovery and definition applying Behavioral Economics, cognitive biases, emotional triggers, and framing to translate business objectives into user flows, wireframes, and prototypes validated with stakeholders.
- Integrate AI across the design process: Claude agents for research and insight synthesis; Figma AI and Stitch for visual exploration; Claude Code + MCP for Design System audits in production and technical handoff.
- Scalable Design Systems with token and variable architecture, Tokens Studio, and Storybook, ensuring consistency, WCAG compliance, and faster delivery with devs.
- Agile collaboration with Product, Engineering, and Marketing: prioritization, continuous QA, and A/B testing.
- **Results: +35% conversion/usability · +15% revenue · 60% reduction in pre-production costs via AI pipeline.**

Nolab **Lead UX / UI** **2022-2024**

Cross-border real estate investment platform (Mexico, Europe, Asia). Proptech / Fintech.

- Led end-to-end redesign with a strong focus on conversion and friction reduction in high-stakes decisions.
- Qualitative and quantitative research: 15 interviews + 40 surveys; journey maps and Behavioral Economics insights (Chunking, Framing Effect, and Social Proof) applied to payment flows and onboarding.
- Co-creation workshops with business, operations, and tech stakeholders to align vision, priorities, and a conversion-oriented roadmap.
- Scalable Design System with token and variable architecture: 3 rounds of usability testing with 25 real participants; continuous validation and A/B testing under WCAG.
- Leadership and mentorship of 3 junior designers, raising quality standards and design criteria.
- **Results: +40% leads · +15% annual revenue · 50% reduction in onboarding time · 4.7 usability satisfaction score.**

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

Creative agency in Mexico City — Campaigns, digital products, and experiences for global brands in LATAM.

- Founding UX/UI: Founded and scaled the UX/UI and post-production divisions, defining processes, standards, and Dual Track Agile collaboration.
- Growth & BECO: Led purchase experience strategy applying social proof, scarcity, and emotional triggers to optimize conversion.
- End-to-end creative delivery: from strategy and product design to motion and technical handoff in multidisciplinary environments.
- Creative leadership: Award-winning campaigns for Amazon, Warner, Sony, Disney — Cannes Lions, Effie Awards, Circulo de Oro.

UX/UI & Creative Digital (Havas Worldwide) · Head of Art & UX/UI (Random Interactive) · Digital Creative (Saatchi & Saatchi) · Digital Art Director (Ogilvy & Mather) · Interactive Art Director (Leo Burnett) · Senior Multimedia Designer (ILCE). Built a strong foundation in UX/UI, product thinking, creative direction, and agile methodologies at global agencies.

· LANGUAGES ·

Spanish (Native) · English (Intermediate, B1)

· EDUCATION & PROFESSIONAL DEVELOPMENT ·

Multimedia Design

Universidad del Valle de México

Interfaces Interactive

Unidad de Posgrado (UNAM)

Writing and Storytelling

ITESM / Guillermo Arriaga

Claude & Claude Code

Anthropic

Behavioral Economics

UX Research MX / Darinka Buendía

Advanced User Experience

IxDF / Interaction Design Foundation

Google UX Design

Google

Figma to Lottie

LottieFiles Certification

Art Oriented Interfaces

Centro Nacional de las Artes

The Project Manager's

Stack Social

Motion Graphics and Interactive

Notch Londres / Armin Werx

· TOOLS & TECHNOLOGY ·

Core

- **Discovery & Research:** Dovetail · Maze · Optimal Workshop · Hotjar · GA4
- **Ideación & Exploración:** Figma AI · Stitch · Magnific Spaces · Figma Weave · Midjourney · ComfyUI
- **Design & Prototyping:** Figma (Variables, Components, Auto-layout, Figma Make) · Framer · Rive · Webflow
- **Design Systems & Ops:** Tokens Studio · Storybook · Zeroheight · WCAG · W3C Design Tokens

Plus

- **Motion & Creative Tech:** Lottie · Blender · Spline · Runway · Notch · Adobe Photoshop · Illustrator
- **AI & Agents:** Claude Code (MCP, prompt chains, Claude Skills) · Claude Cowork · Perplexity · Gemini · NotebookLM · ChatGPT
- **Collaboration & Delivery:** FigJam · Miro · Notion · Jira (Scrum) · Confluence · Keynote

· AWARDS & RECOGNITIONS ·

Cannes Lions: Bronze

P&G – Olay
“The Lifesaver T-Shirt”

WINA Awards: Bronze

Bajaj
“Life Key”

Circulo de Oro: Media – Bronze

Amazon – Prime Video
“The Live Trailer”

Circulo de Oro: DA – Bronze

Paseo Interlomas
“Trineo”

Effie Awards: Bronze

MYT – Ambulante
“Prejuicios”

Circulo de Oro: Media – Oro

P&G – Olay
“Lupita Torres”