

JAIME CRUZ MARTÍNEZ

· PRODUCT DESIGNER & UX / UI DESIGNER ·

Hello! I'm a Product Designer with over 15 years of experience in creative and digital industries, specializing in user-centric solutions. As a Lead UX/UI, Product Designer, and Creative Director, I've collaborated with multidisciplinary teams to deliver award-winning projects that increased usability, engagement, and revenue by up to 40%.

EXPERIENCE

Xiuh	Product Designer & UX/UI	2018-Present
<p>· Lead the creation of optimized digital experiences using User-Centered Design, Design Thinking, and Double Diamond. Define user journeys, design wireframes, and build interactive Figma prototypes while managing teams of 10+ (UX, UI, Marketing, Development). Mentor junior designers to ensure quality and efficiency.</p> <p>· Key Results: Improved usability by 35% and conversion rates by 20% for clients such as Zahoree, Interex and Intus.</p>		
Nolab	Lead UX / UI	2022-2024
<p>· Designed a real estate investment platform, conducting qualitative and quantitative user research. Developed scalable design systems, defined user personas, and facilitated stakeholder workshops to enhance usability metrics. Managed teams and mentored 3 junior designers.</p> <p>· Key Results: Increased lead capture by 40% and annual revenue by 15%.</p>		
Archer Troy	Lead UX / UI, Post-pro & Creative Director	2016-2020
<p>· Lead UX/UI: Spearheaded product design strategies, optimizing processes and enhancing web purchasing and social media experiences. Oversaw multidisciplinary teams (UX, UI, Marketing, Development).</p> <p>· Head of Post-Production: Directed designers and editors on audiovisual projects, streamlining delivery timelines.</p> <p>· Associate Creative Director: Crafted innovative campaigns and expanded the digital UX/UI and post-production areas.</p>		
Havas Worldwide	UX / UI & Creative Digital	2015-2016
<p>· As a Digital Creative & UX/UI Designer, I spearheaded digital creative direction and UX/UI teams, blending agile methodologies with user research to deliver measurable outcomes.</p> <p>· Key achievements include improving usability by 35% and boosting conversion rates by 20% for brands like Chivas, Peugeot, and AXA through data-driven design strategies.</p>		
Early Career		2005-2015
<p>· Senior Multimedia Designer (ILCE), Interactive Art Director (Leo Burnett), Digital Art Director (Ogilvy & Mather), Digital Creative (Saatchi & Saatchi), Head of Art & UX/UI (Random Interactive) - Built a strong foundation in multimedia design and digital creative direction.</p>		

EDUCATION & PROFESSIONAL TRAINING

Multimedia Design Universidad del Valle de México	Google UX Design Google
Writing and Storytelling ITEMS / Guillermo Arriaga	Art Oriented Interfaces Centro Nacional de las Artes
Interfaces Interactive Unidad de Posgrado (UNAM)	The Project Manager's Stack Social

TOOLS AND TECH

Design and Prototyping Figma, Sketch, Invision, Uizard, Framer, v0.dev, Rive, Galileo, Photoshop, Illustrator.	AI for Design Midjourney, Recraft, Leonardo, ComfyUI, Flux.	UX Research Optimal Workshop, Maze, Hotjar, Lookback, Research Rabbit, Dovetail
Project management Trello, Asana, Jira, Slack, Zoho, Monday, Notion.	AI Tools ChatGPT, Claude, Deepseek, Grok, Perplexity, N8n.	Video & 3D: After Effects, Premier, Davinci, Runway, Veo2, Kling, Invideo, Sora, Blender, C4D, Spline.
Interactive Experiences Notch, Touchdesigner, Unreal.	Code (for Collaboration) Python, Html, Css.	

AWARDS & RECOGNITION

Cannes Lions: Bronze P&G - Olay “The Lifesaver T-Shirt”	Effie Awards: Bronze Ambulante "Prejuicios"	Circulo de Oro: DA - Bronze Paseo Interlomas “Trineo”
Circulo de Oro: Media - Bronze Amazon - Prime "The Live Trailer"	WINA Awards: Bronze Bajaj "Life Key"	Circulo de Oro Media - Oro P&G - Olay “Lupita Torres”
	IAB México: Plata Hasbro - Monopoly “Lo quiero todo”	

METHODOLOGY

- Design Thinking
- Human-Centered Design
- Double Diamond
- Design Sprint
- Atomic Design

LANGUAGES

- English: B1
- Spanish: Native

SKILLS

- Hard Skills**
- Product Strategy & Design:**
 - User Experience (UX)
 - User Interface (UI)
 - UX Research
 - Design Interaction
 - Design Systems
 - Product Roadmapping.
- Creative & Technical:**
 - Art Direction
 - Motion Graphics
 - Creative Technologist
- Data-Driven Design:**
 - Data Analysis for Design
 - Feature Prioritization
 - Data visualization
- Soft Skills**
 - Leadership and Project Management
 - Interdisciplinary Collaboration and Communication
 - Strategic Thinking and Problem Solving
 - Adaptability and Proactivity
 - Creativity and Empathy