

Armando Rojano

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Languages: Spanish (Native) | English (B2)

SUMMARY

Product Designer with 4+ years of experience designing user-centered digital products at enterprise scale across e-commerce, SaaS, and fintech environments. Specialized in end-to-end UX design, service design, conversational UI, and design system governance. Proven track record of leading cross-functional product design initiatives — from discovery and user research through prototyping, usability testing, and design-to-development handoff. Experience designing revenue-critical customer journeys supporting 180k+ monthly users, operational workflows for 40+ agents, and self-service conversational experiences serving ~29k daily users. Strong background in information architecture, interaction design, and scalable design systems aligned with business objectives and KPIs.

WORK EXPERIENCE

El Puerto de Liverpool

Product Designer Jan 2026 – Present | Hybrid, Mexico

- Led UX design for WhatsApp self-service product evolution, transforming an agent-assisted support channel into a structured conversational experience serving ~29,000 customers daily.
- Designed and modeled service lifecycle states to structure conversational orchestration and improve scalability of message flows.
- Created reusable message patterns, conversational guidelines, and interaction frameworks to ensure consistency across chatbot touchpoints.
- Collaborated within a cross-functional product cell — aligning UX decisions with operational, engineering, and business constraints.

UX Designer Feb 2025 – Dec 2025 | Hybrid, Mexico

- Redesigned a mission-critical invoicing journey used by 184,000+ monthly users across digital channels, simplifying multi-step validation logic and fiscal edge cases to reduce user errors.
- Reworked core operational workflows and UI patterns for 40+ contact center agents processing ~600K–3.7M MXN in daily revenue, significantly reducing friction in revenue-critical processes.
- Redesigned Salesforce modules used by contact center and store teams across Mexico, applying Salesforce Lightning Design System standards and UX best practices to improve usability and workflow efficiency.
- Drove cross-surface consistency improvements across digital and internal touchpoints within a large-scale retail e-commerce ecosystem.

Catarsis

Product Designer Jul 2023 – Present | Remote

- Led end-to-end UX design initiatives including user research, information architecture modeling, prototyping, and usability testing for multiple client products.
- Facilitated stakeholder workshops, design critiques, and alignment sessions to define product strategy and validate UX decisions.
- Delivered structured UX documentation, design specifications, and scalable frameworks to support efficient developer handoff and implementation.

Illum Prosperity Sherpas

UX Engineer Mar 2024 – Jan 2025 | Remote

- Improved design-to-development fidelity by 30% through close integration with front-end frameworks (Vue, React, Angular), building reusable UI components and structured documentation.
- Optimized backend performance in collaboration with engineering teams using Next.js and Node.js, contributing to a 20% reduction in response times.
- Strengthened cross-functional collaboration between design and development in Agile/Scrum environments, reducing process inefficiencies.

UX Designer & Researcher Jan 2022 – Mar 2024 | Remote

- Led qualitative and quantitative user research initiatives — including usability testing, interviews, and surveys — to inform data-driven product design decisions.
- Established and standardized design system documentation practices, reducing handoff errors and improving design-development traceability.

- Developed personas, user journey maps, site maps, and information architecture aligned with user needs and business objectives, achieving a 25% improvement in user satisfaction.
- Designed responsive web, tablet, and mobile interfaces ensuring consistency, accessibility, and a 35% enhancement in user experience across devices.

UI Designer Aug 2021 – Jan 2022 | Remote

- Designed navigation systems and information architecture for a logistics SaaS platform, improving end-user interaction and content organization.
- Produced low, medium, and high-fidelity wireframes and detailed style documentation, reducing implementation errors by 50%.
- Strengthened usability outcomes through interactive prototype development and iterative design improvements.

SKILLS & COMPETENCIES

UX / Product Design: End-to-end UX design, Interaction design, Information architecture, User research, Usability testing, Wireframing, Prototyping, High-fidelity mockups, Journey mapping, Service design, Conversational UI design, Accessibility (a11y), Mobile-first & responsive design

Design Systems & Ops: Design system governance, Component libraries, Reusable UI frameworks, Design tokens, Cross-channel consistency, Design-to-development handoff, Salesforce Lightning Design System

Research Methods: JTBD (Jobs-to-be-Done), A/B testing, Heuristic evaluation, Card sorting, Affinity diagrams, Empathy mapping, Persona development, Usability testing, Qualitative & quantitative research, Surveys, Focus groups

Collaboration & Process: Stakeholder management, Cross-functional collaboration, Agile / Scrum, Workshop facilitation, Product roadmap alignment, OKR-driven design, Design critique

Tools: Figma, Sketch, Maze, Miro, Whimsical, Webflow, Quantum Metric, Notion, Jira, Confluence, Git, GitHub

Technical: HTML, CSS, TypeScript, JavaScript, Vue, React, Angular, TailwindCSS, Next.js, Node.js

CERTIFICATIONS

- Meta Front-End Developer Specialization — Dec 2024
- Google UX Design Professional Certificate — May 2024
- Design Thinking Professional Certificate — Feb 2024
- Scrum Foundation Professional Certificate (SFPC) — Aug 2023

EDUCATION

Bachelor's Degree in Digital Arts Jan 2017 – Dec 2021

University of Guanajuato | Professional License: 13458186

Diploma in Security in ICT Environments Aug 2021 – Nov 2021

University of Guanajuato