

Gadiel Alcántar Ramos

Senior Product Designer · Jalisco, Mexico

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Senior product designer with 7+ years across product and agency, focused on structural redesigns: audits, information architecture, and complex domains where the mental model is broken before the screens are. Has shipped across automotive, healthcare, fintech, marine, fitness, music, government, and ecommerce. Currently at Metova in Mexico. Hands-on with AI as part of design and shipping (Claude Code for prototypes and production frontends).

EXPERIENCE

Senior Product Designer · Metova, Inc. Jul 2022 – Present · Remote

- **Lead UX research and design** across concurrent enterprise SaaS engagements, from diagnostic audits through Phase 2 redesigns to engineering handoff and production rollout. Web, mobile, and tablet.
- **Drive structural decisions before screen-level ones:** information architecture, schema design, design system foundations, and the mental models that determine whether a complex product earns its complexity.
- **Operate end-to-end:** stakeholder interviews, usability testing, flow mapping, prototyping, and production-ready Figma. Partner with engineering, product, and client stakeholders. Mentor junior designers. Step into PM-adjacent scoping when an engagement requires it.

Senior UI/UX Designer · Kin + Carta Jan 2022 – Jul 2022

- Senior IC on a financial services SaaS redesign with a 5-designer team. Contributed to the foundational design system and architecture-first IA decisions that consolidated a scattered, multi-tab operator workflow into a single persistent context surface. Worked research, mid-fi, and production handoff under a fast consulting cadence with US-based product and engineering counterparts.

UI/UX Designer · Envato Sep 2018 – Jan 2022 · Guadalajara

- Designed and shipped websites for American franchise clients on an internal CMS layered with custom HTML, CSS, and JavaScript. Owned each site from concept through production deployment. Built and codified UI/UX guidelines that raised consistency across the client portfolio.
- Initiated and led a self-proposed product-page overhaul that lifted client SEO positioning on Google search and measurably improved client satisfaction with deliverable quality. The pattern was adopted as a template across subsequent engagements.

SKILLS

DESIGN	UX research, UX design, UI design, information architecture, design systems, prototyping, usability testing, accessibility (WCAG)
TOOLS	Figma, FigJam, Claude Code, ChatGPT, Midjourney, Higgsfield, ElevenLabs, Adobe Creative Suite
CODE & OPS	HTML, CSS, JavaScript, React, Next.js, Tailwind, WordPress, Git & GitHub, Vercel, Netlify, Cloudflare, Linux server administration, DNS configuration, deployment pipelines
METHODS	Nielsen heuristics, Design Thinking, agile, audits, stakeholder interviews

CREDENTIALS · LANGUAGES

Diplomado en Diseño Gráfico

Brandhome Centro de Innovación, Creatividad y Diseño · 2014

Visual Elements of UI Design

Coursera · 2019

Design Thinking: The Ultimate Guide

Interaction Design Foundation · 2022 · Top 10% globally

AI For Everyone

Coursera · 2024

Spanish · Native

English · Full professional

Earlier: Webmaster & technical support (Hospedalia, 2015 – 2018); freelance graphic and web design (2013 – 2022). Ongoing professional development in UX foundations, accessibility, and AI-augmented design workflows.