

Héctor Rosales

Sr. Product Designer | UX | UI | Frontend
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Toluca, Estado de México, México

PROFESSIONAL SUMMARY

Sr. Product Designer and geek at heart with **8 years** of experience transforming complex problems into human-centered, scalable digital experiences. I specialize in bridging the gap between product vision, technical execution, and user needs to drive business success and positively impact people's lives across any industry or platform.

PROFESSIONAL EXPERIENCE

Cashi (Walmart Mexico & Central America)

Sr. Product Designer | Nov 2024 - Mar 2026

- **Led the redesign of critical fintech flows** (bill payments, transfers, cash-in/out), achieving a **23% reduction in transaction time**.
- **Standardized transactional patterns** across 80% of the platform, accelerating product **adoption by 1.4x** for new users by unifying the Wallet and Fintech experiences.
- **Drove growth for the Bill Payments module**, increasing the average ticket per transaction by **17%** and doubling payment recurrence within the ecosystem.

PwC (PricewaterhouseCooper)

Sr. Product Designer | Ene 2023 - Oct 2024

- **Designed a modular AI solution** for global Due Diligence processes, increasing **operational velocity by 2.3x** for audit teams.
- **Designed 6+ scalable micro-frontends**, ensuring **99% technical and visual alignment** with global brand guidelines.
- **Established a global visual governance standard** for AI components to differentiate predictions from native data, driving **+31% early adoption** by building trust and reducing resistance to change.

Grupo Modelo (BEES)

Sr. Product Designer | May 2022 - Ene 2023

- **Collaborated on the integration of financial services** for the **BEES** global ecosystem, adapting payment flows for Mexico, Colombia, Peru, and South Africa according to local legal frameworks.
- **Ensured global transactional consistency** by implementing design patterns that guaranteed technical viability and usability across multiple regions.

Actinver (DINN)

Product Designer | Sep 2021 - May 2022

- **Led the comprehensive app redesign**, achieving a **1.89x increase in card usage** and reactivating **22% of inactive users** within the first quarter.
- **Reduced operational Help Center queries by 38%** through the optimization of information architecture and autonomous navigation flows.
- **Increased average account balances by 16%** three months post-launch by strategically redesigning the wealth management experience.

Rappi (Brands Project)

Product Designer Jr. | May 2021 - Sep 2021

- **Collaborated on the B2B self-service and sampling platform** for key accounts (Colgate, Abbott, etc.), gathering strategic data to drive business decision-making.
- **Optimized onboarding workflows**, reducing partner brand integration time by **18%** and accelerating their commercial activation within the ecosystem.

TATA Consultancy Services (Citibanamex)

Product Designer Jr. | Nov 2018 - May 2021

- **Designed core payment flows** (Apple Pay, PayPal, CoDi, and Digital CVV), driving a **30% increase in digital transactions**.
- Managed the end-to-end design process, ensuring alignment between user research, business requirements, and technical handoff.

HABILIDADES

- **Strategy & Design:** Design Thinking, UX/UI, Design Systems, Strategic Planning, User Research, Prototyping, Motion Graphics.
- **Frontend Development:** React JS, Astro, Tailwind CSS, HTML/CSS.
- **Tools:** Figma, Adobe Creative Suite (Ps, Ai, Ae).
- **Languages:** English (C1 - Advanced), Spanish (Native).

EDUCACIÓN

B.A. in Design and Digital Animation | Universidad Tec Milenio.