SENIOR PRODUCT DESIGNER · 2026–27

GABRIELA GARCÍA

SENIOR PRODUCT DESIGNER

FINTECH · ENTERPRISE PLATFORMS · COMPLEX WORKFLOWS · DESIGN SYSTEMS

I design products and platforms where business rules, information and people must become clear decisions. I connect research, architecture, interaction and systems thinking with product and technology.



MEXICO CITY · MEXICO / REMOTE

gabyitzelgarcia.online
linkedin.com/in/gaby-garcia-pd
gagabyitzel@gmail.com
+52 55 3074 4826

01 · PROFESSIONAL EXPERIENCE

APEX GLOBAL MOBILITY · PEPSICO ACCOUNT

APR 2024 — JUN 2025

Product Designer · Guatemala / LATAM · Contract

Designed mobile and web experiences for sales and logistics products across LATAM. Built reusable patterns and partnered with product and engineering to simplify key workflows.

AFIANZADORA ASERTA

FEB 2024 — JUN 2025

Product Designer · Mexico City · Consulting

Designed web, mobile and back-office experiences for financial and rental operations. Worked on flows, reusable UI patterns, usability testing, handoff and reviews with product, business and technology.

PALO IT · SANTANDER ACCOUNT

SEP 2020 — SEP 2023

Product Designer · Mexico City

Worked on digital banking products connecting research, architecture, user flows and prototypes with product priorities. Collaborated with product, engineering and stakeholders through definition and validation.

GLINTS MX · FINTECH INITIATIVE BY PROSA

APR 2020 — SEP 2020

UI Design Specialist · Mexico City

Designed end-to-end UX/UI using Lean UX: information architecture, journeys, prototypes and MVPs for product testing and validation.

02 · CAPABILITIES

Design & prototyping

Figma · FigJam
Interactive prototyping
Design Systems

Research & validation

Interviews · Usability
Journey mapping · Maze
Hotjar · Clarity

Product collaboration

Miro · Mural · Jira
Confluence · ClickUp
Notion · GitHub

Technical foundations

HTML · CSS
Design ↔ Development

AI-ASSISTED, HUMAN-REVIEWED

ChatGPT / Claude · synthesis, UX writing and documentation.
OpenAI / n8n · workflow exploration and basic automation.

03 · SELECTED WORK

UNIFIED BACK OFFICE · OPERATIONAL COMPLEXITY
CARDNET / MONI PAY · DISCOVERY + VALIDATION
NATIVO / BCI · DESIGN SYSTEMS

LANGUAGES

Spanish — Native
English — Intermediate

EDUCATION

B.A. Graphic Design
Scrum Master Certified · 2025
Behavioral Design · CENTRO · 2025
CAMP AIXUX · 2025 / 2026

VISUAL CV · SELECTABLE-TEXT PDF · PORTFOLIO: GABYITZELGARCIA.ONLINE