

Mayra Pulido

Product Design Lead at ZenHub

mayrapulido.com

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HEY THERE,

I'm passionate about the process of creating inclusive, digital experiences to solve complex user problems from ideation to launch.

I advocate for the customer in everything I do. I thrive in fast-paced environments, and I find joy in doing what it takes to make my team successful.

TOOLS

Figma
Sketch
GitHub
Principle
Adobe
Webflow

PROFICIENCY

Design Sprints
UX Research
Design systems
Systems thinking
UI & Interaction Design
Wireframing & Prototyping

EDUCATION & WORKSHOPS

November 2021

Creating and Maintaining Design Systems

By Brad Frost, creator of Atomic Design

August 2020

Norman Nielsen Group

User experience Certified. San Francisco. CA

May 2018

Design Sprints with Jake Knapp

Facilitating Design Sprints. Seattle, WA.

Aug 2008 - Dec 2012

Autonomous University of Nuevo León

Bachelor's Degree in Graphic Design. Mexico

WORK EXPERIENCE

Product Design Lead at ZenHub

Jan 2022 - Today

As a design leader, I drive the overall user experience for agile software teams. I partner with senior designers to ensure adherence to the design system and alignment with the company's goals. In addition, I collaborate with the VP of Product to establish KPIs to measure the success of design output.

As an individual contributor to the Growth team, I am responsible for increasing trail-to-paid conversion. I've led multiple projects that have **improved our trials to 10x in 2022**, bringing non-technical people and engineers closer in the same space to track work together.

Senior Product Designer at ZenHub

Mar 2020 - Jan 2022

I've successfully launched new features that bring remote teams together, like planning poker for GitHub. I've facilitated innovation workshops and ran an infinite number of tests to validate designs and new ideas.

In 2021, I championed ZenHub's design system overhaul to support theming (dark mode) from Figma to production in 2 months. This change made 64% of our user base happier and reduced developer handoff time internally, significantly shaping the design team's process and culture.

Senior Product Designer at Procurify

Jul 2018 - Mar 2020

Principal designer accountable for the mobile app experience and Procurify's new payment feature (Pay). Led multiple initiatives with mobile devs to increase adoption in iOS and Android.

I often facilitated design sprints with different stakeholders to test and develop Procurify Pay from scratch to beta release.

Principal Product Designer - Dynamic Owl Consulting

Jul 2015 - Jul 2018

Responsible for design direction and User Research for Dynamic Owl's intranet product. Planned and conducted tests to define feature releases of the new intranet's interface.

Standardized Bonzai's design system across devices. Pitched designs and ideas to founders resulting in company's acquisition in 2018.

Web Creative Specialist - Epicor Software

Mar 2014 - Apr 2015

Responsible for corporate design system's development, design and strategy for Epicor on a global basis supporting all corporate desktop platforms.

UX/UI Designer - Accenture México

Dec 2012 - Mar 2014

Responsible for design, documentation, and delivery of high-fidelity prototyping and UI design. Ensured optimization for a wide range of devices and interfaces in collaboration with UX leaders in North America.

