Franzia Flores

Product Designer

Location: Mexico
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Portfolio: frenchfries.design

I am a self-taught Product Designer with 6+ years of experience mainly in Education, Health, and Retail sectors. I love crafting UX strategies and leading teams to achieve impactful user experiences for challenging products or use cases.

Check out my portfolio ↗

Work experience

Lead Product Designer

Tich, Virtual Classroom — Mar 2023 — Present

Built a virtual classroom from scratch, iterating the solution and establishing a UX Design process.

Design Strategy · Design Systems · Product Development Cycle · Handoff · Startups

- Led the design team, crafted a virtual classroom product from scratch using UX/UI methodologies and created a Design System for seamless multi-application integration.
- Engaged with stakeholders, engineers, and users to ensure a user-centric product that meets business and technical requirements.
- Successfully launched beta program with 800 users, receiving positive feedback and demonstrating potential for product adoption.

Head of Product Design

Bunsan — Jan 2022 — Mar 2023

Created the first Product Design team for Bunsan.

Management · Client Relationships · Design Methodologies · Career Path · Design Strategy · Consultancy

- Led and expanded the Product and Design team, fostering a collaborative workflow and developing a shared vision for crafting exceptional products driven by research-based methodologies.
- Played a pivotal role in client engagement, successfully delivered high-impact projects meeting client requirements and driving positive outcomes for clients such as Panzura, RecluIT, Scape.
- Recognized as one of the top performers in the company for my contributions to team growth, expanding the design team from 2 to 8 members, spreading company culture and educating about design.

Associate Principal, User Experience
Senior UX Consultant

Concentrix — Jan 2020 — Jan 2022

Worked with a variety of corporate clients to excel in Digital Customer Experience.

UX Leadership · Client Relationships · Service Design · Team Work · Fast Paced Projects · Consultancy

- Pioneered the establishment of the UX team in MX, expanding company reach and fostering successful collaboration on nearshore projects.
- Developed and implemented effective Design Strategies for new and existing clients, leveraging UX/UI artifacts and methodologies.
- Led cross-functional teams on high-profile projects with notable clients like Microsoft, Skechers, Sempra Energy and others, driving business impact and ensuring exceptional user experiences.

User Experience Designer — Bunsan — Jul 2018 — Jan 2020

User Experience Designer — Piñata Software — Mar 2016 — Jul 2018

♡ Teaching

UX/UI Mentor and Professor

Multiple companies — 2022 — Present

In my spare time I make it a priority to teach and mentor up-and-coming designers and founders.

Career Path · Mentoring · Speaker · Teaching · Volunteering

- UX/UI Professor at Universidad del Valle de México (UVM) since 2023
- Google Startup Accelerator Mentor since 2022
- Mentoring at ADP List since 2022

Certifications

- 3D illustration in Blender — 2023, Skillshare
- Digital Product Management — 2021, UC San Diego
- Advanced User Experience Design — 2021, Google
- User Experience: Information Design — 2019, UC San Diego
- User Experience: Research and Prototyping — 2019, UC San Diego
- Enterprise Design Thinking Practitioner — 2019, IBM
- Design Tools: Figma, Sketch, Adobe Creative Cloud, Miro, InVision, Zeplin.
- Research Tools: Optimal Workshop, User Testing, Maze.
- PM Tools: Jira, Gitlab, Trello, Omniplan, MS Project.
- Other tools: Excel, Google Platforms, CMS.
- Web layout: HTML, CSS

Soft skills

- Fluent in English and Spanish.
- Public speaker and facilitator.
- Problem solving.
- Assertive communication.
- Strategic planning.
- Analytical and critical thinking.
- Team work advocator.
- Experience with Agile, Scrum and other methodologies.
- Team leadership, cross-functional teams leadership.
- Trust building and empathy fostering.
- Mental Health advocator.

Academic formation

Bachelors in Communication and Digital Media

Aug 2010 — May 2015

Monterrey Institute of Technology and Higher Education (ITESM)

- GPA: 92
- Awarded for Student Excellence.