

Omar Pereyra

Lead UX/UI & Product Designer (Fintech & SaaS)

Portfolio: www.omar-pereyra.com/



UX/UI & Product Designer with 7+ years of experience designing fintech and SaaS products across LATAM and North America, with international exposure from living and studying in Japan. I've led end-to-end product design for digital banking platforms, working with companies like Techreo, Scotiabank, and Fincomun. My work focuses on simplifying complex financial systems into intuitive user experiences.

Beyond design, I build AI-powered workflows and front-end interfaces, bridging product design with real-world execution.

Contact

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Education

April 2026

Japanese Language & AI/Development Studies

ISI Japanese Language School

June 2020

UX Research & Strategy

The designership

June 2020

UX/UI Design

The designership

Dec 2019

Master's in Multimedia Design

Universidad Tecnológica de México

March 2018

BA in Graphic Design

Universidad Tecnológica de México

Language

Spanish Native

English Advanced

Japanese Intermediate (N4-N3)

Experience

May 2024 - Nov 2025

Lead Product Designer UX/UI

Techreo

Led the UX/UI design function at Techreo, a Mexican fintech startup building digital banking solutions for underserved sectors. Owned the full design lifecycle across multiple simultaneous products.

- Defined UX strategy and design direction, aligning product decisions with business and user needs.
- Designed 300+ screens for Techreo's flagship fintech app shipped to App Store & Google Play.
- Created a scalable white-label design system deployed across 3 branded products: Techreo, IDEPRO Bolivia, and Pagaqui each published on both stores.
- Managed full product design lifecycle: research, information architecture, wireflows, high-fidelity prototypes, and developer handoff.
- Worked directly with international clients (IDEPRO Bolivia) to adapt the platform to local user needs.
- Built and led a team of 3 designers, establishing design processes, tools, and workflows from the ground up.

Aug 2022 - May 2024

Lead Design UX/UI Designer

Mariachi.io

Tech agency partnering with major financial institutions across Mexico.

Led UX/UI design as the primary designer across 3 simultaneous client projects, managing one junior designer and owning research, design, and prototype delivery end-to-end.

- **Fincomun — Facil App:** Diagnosed critical onboarding drop-off issues affecting a large portion of new users. Redesigned the complete onboarding flow for this mobile banking app targeting underserved segments, improving clarity, reducing friction, and aligning with financial literacy levels of the target audience.

Skills

Design

Figma · UI Design · UX Research
· Product Strategy · Prototyping
· Design Systems · White-label Products

Methods

Design Thinking · Double Diamond · Lean
UX · Usability Testing · User Interviews

Front-End

HTML · CSS · JavaScript · React (basic)

AI & Emerging

AI Agents · LLM Integration · Prompt
Engineering · Automation Workflows

AI & Automation

Designing and building AI-powered workflows and tools, including LLM integrations and automation processes.

Applied to real use cases such as productivity systems, workflow automation, and AI-assisted product development.

Tools & Stack

OpenAI API · Claude API · Make · VS
Code · Antigravity · Codex

Built

- Personal AI agents for workflow automation
- Prompt engineering for product & design
- LLM integration into real applications
- Automated flows connecting APIs via Make

Aug 2022 - May 2024

Lead Design UX/UI Designer

Mariachi.io

- **Up SiVale:** Led full redesign and prototyping of the Up SiVale web application a B2B platform used internally by Scotiabank. Delivered complete high-fidelity prototype ready for development handoff.
- **Procesar:** Designed a new internal dashboard panel from scratch to support data management operations for pension and benefit systems, improving operational efficiency for internal teams.
- Conducted mixed-method research depending on client context: leveraged client-provided data when available, and independently conducted user interviews, usability tests, and heuristic analysis when needed.
- Delivered wireflows, hi-fi prototypes, and design specs collaborating closely with development teams under agile sprints.

Jul 2021 - Jul 2022

UX/UI Designer

Omica.bio

Omica is a healthcare SaaS platform. I contributed to UX/UI improvements for internal user tools and dashboards.

- Created user flows and low/high fidelity prototypes.
- Contributed to design system evolution.
- Validated usability with internal stakeholders.

Mar 2019 - Jun 2021

UX/UI Designer

Requordit

Requordit is a document management SaaS company. My work focused on UX for their website and visual communication.

- Redesigned the corporate website from scratch using UX research.
- Created visual assets for social media and marketing campaigns.
- Ensured visual consistency across platforms.