

UI / UX

Interaction design · scalable systems · product strategy

UI/UX designer focused on scalable, content-driven platforms and proactive product-level problem solving.

TRIPTYK

Information Architecture · Front-End Systems

Problem: Scalable website showcasing heterogeneous creative projects.

Execution: Designed modular architecture adaptable to evolving content.

Outcome: Resilient long-term system.

POLITICO.MX

Mobile Product Strategy · Editorial Systems

Problem: Integrated mobile news platform with editorial workflows.

Execution: Designed phased product model reducing upfront risk.

Outcome: Multi-year collaboration with sustained upgrades.

OOMPH

Product Systems · Infrastructure Foresight

Problem: Scalable curated video platform with structural cost risks.

Execution: Developed automated classification proof-of-concept and streaming optimisation.

Outcome: Demonstrated proactive systems-level thinking.

Tools & Practice

Design: Figma · Sketch · Adobe XD

Front-End: HTML · CSS · JavaScript · Webflow

Systems Thinking: Cost modelling · Infrastructure planning

Full breakdowns and additional technical documentation available upon request.