ELOY HERRERA

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eloyux.com

EXPERIENCE

Paycom | Sr. Product Designer
2022 - 2026

`Human Capital Management`

Partnered with cross-functional teams (PMs, SMEs, and Developers) to execute user-centered design strategies within a fast-paced environment. Translated complex mental model analyses and usability testing into actionable designs that balanced technical constraints with business goals.

- Led design for Learning and Survey modules, successfully streamlining administrative overhead and reducing task completion times.
- Redesigned course creation and mass enrollment flows, simplifying the process for staggered training dates across large employee cohorts.
- Designed conditional logic tools for employee segmentation and optimized high-volume survey assignment flows.
- Thrived in "war room" environments, delivering high-fidelity designs under accelerated waterfall timelines and intense project cycles.

Key Projects: **Enrollment Hub, Surveys Redesign, Course Management Scheduler.**

Grupo Bursátil Mexicano | UX/UI Designer
2017

`FinTech`

Operated within an Agile framework to deliver intuitive interfaces for large-scale investors and directors. Focused on information architecture and mental model research to make sensitive financial data actionable.

- Simplified dense financial datasets into scannable, high-impact visualizations for executive decision-making.
- Conducted rapid design cycles based on direct feedback from internal power users, ensuring alignment with core business objectives.
- Validated design decisions directly with end-users, resulting in increased user trust.
- Significantly reduced daily task completion times for executives by streamlining intricate financial workflows.

Key Projects: **Transactional Platform, Operations Abroad, Treasure-e.**

Santander Bank | UX/UI Designer
2016 - 2017

`FinTech`

Collaborated within a multidisciplinary SCRUM team to modernize banking workflows. Acted as a primary advocate for usability, driving autonomous design decisions for enterprise-level dashboards.

- Developed intuitive interfaces that empowered bank directors to make faster, data-driven decisions, replacing previous processes.
- Navigated tight delivery cycles, efficiently pivoting design strategies based on critical user insights and urgent business needs.
- Worked closely with Product Owners and UI Developers to ensure design feasibility and a friendly user experience across all digital products.

Key Projects: **Zonal and Regional Control System, "My Clients" Portal.**

Banco Azteca | UX/UI Designer
2011 - 2016

`FinTech`

Led UX strategy for enterprise-grade SaaS solutions, managing critical financial data. Extended design expertise across a diverse portfolio of companies, including Elektra, Italika, and Advance America (USA).

- Managed high-performance tools across retail, energy, and financial sectors, transforming high-level mandates into functional software.
- Bridged the gap between product documentation and technical execution by translating complex "epics" into detailed architectural sketches and high-fidelity proposals.
- Acted as a bridge to development teams, resolving technical constraints and logic blockers in real-time to ensure high-fidelity implementation.
- Facilitated design reviews with Product Owners to ensure all iterations met strict financial and regulatory requirements.

Key Projects: **Credit Application Origination, Credit Validation Table, Guaranteed & Revolving Credit Card Delivery.**

EDUCATION

Springboard
UX/UI Design Certificate
2021

National Autonomous University of Mexico
Bachelor's Degree in Design and Visual Communication

University of Guadalajara
Exchange Program

SKILLS

Artificial Intelligence

`Large Language Models (LLM)` `Generative Pre-Training Transform` `Generative AI Tools` `2+`

UX/UI Design

`Information Architecture` `Mental Models` `User Personas` `Wireframes` `Prototyping` `HTML 5` `CSS 3` `15+`

Methodologies/ Processes

`SCRUM` `Waterfall` `Design Thinking` `War Room`

Tools

`Figma` `FigJam` `Confluence` `Sketch` `Webflow` `Adobe Photoshop` `Adobe Illustrator` `Adobe Firefly` `8+`