

Eloy Edgar Herrera Salazar

Justin, Texas | (206) 376-6557 | lunaeloy@gmail.com | www.linkedin.com/in/eloy-e-herrera-s | <https://www.eloyux.com>

SUMMARY

An innovative and results-driven product designer with broad-based experience in UX and UI design, SaaS solutions, human capital management, project delivery, AI, cross-functional collaboration, and process improvement. Excels at delivering high-precision, responsive systems that balance intricate business logic with seamless user autonomy in the Fintech and HCM sectors. A proven record of achievement in spearheading scalable, data-driven design initiatives for industry leaders across North America. Acts as a strategic bridge between developers, product managers, UX researchers, and subject matter experts, ensuring projects exceed business objectives and contribute to sustainable organizational growth.

TECHNICAL SKILLS

Artificial Intelligence: Large Language Models (LLMs), Generative Pre-Training Transform, Generative AI Tools, Prompt Engineering

UX / UI Design: Information Architecture, Mental Models, User Personas, Wireframes, Prototyping, HTML 5, CSS 3

Methodologies / Processes: Scrum, Waterfall, War Room, Design Thinking

Tools: Figma, FigJam, Confluence, Sketch, Webflow, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Firefly

EXPERIENCE

PAYCOM

Senior Product Designer

Grapevine, Texas

2022-2026

- Partnered with cross-functional teams (PMs, SMEs, and developers) to execute user-centered design strategies in 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.
- Mentored three generations of associate product designer interns from 2022 to 2025.
- Key projects included Enrollment Hub, Surveys Redesign, and Course Management Scheduler.

SPRINGBOARD

UX / UI Designer

Grand Prairie, Texas

2021

- Developed a mobile app to prevent and reduce the kidnapping of women in Mexico, overseeing a complete user-centered design process in collaboration with the Mexico City developer.
- Conducted secondary research on social problems to define characteristics of the app’s target, generating quantitative and qualitative research as a foundation of the development process.
- Key projects included S.O.S. Safe Lives.

GBM GRUPO BURSÁTIL MEXICANO

UX / UI Designer

Mexico City, Mexico

2017-2018

- 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.
- Streamlined intricate financial workflows, significantly reducing daily task completion times for executives.
- Key projects included Transactional Platform, Operations Abroad, and Treasure-e.

GRUPO GFT (SANTANDER BANK)

Mexico City, Mexico

UX / UI Designer

2016-2017

- Collaborated within a multidisciplinary Scrum team to modernize banking workflows.
- Championed 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.
- Partnered with product owners and UI developers to ensure design feasibility and user-friendly experience across all digital products.
- Key projects included the Zonal and Regional Control System, "My Clients" Portal.

BANCO AZTECA / GRUPO SALINAS

Mexico City, Mexico

UX / UI Designer

2011-2016

- Led UX strategy for enterprise-grade SaaS solutions, managing critical financial data.
- Extended design expertise across diverse portfolio of companies, including Elektra, Italika, and Advance America.
- 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.
- Coordinated with 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 included Credit Application Origination, Credit Validation Table, Guaranteed and Revolving Credit Card Delivery, Installment Loans, Title Loans, Money Gram, and Cash Advances.

EDUCATION

UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO, Mexico City, Mexico

Bachelor's Degree in Design and Visual Communication

SPRINGBOARD, Grand Prairie, Texas | **UX/UI Design Certificate**

CERTIFICATIONS

UX Design Career Track, Certification, Springboard

Generative AI: Introduction and Applications, IBM

Contentsquare Certified, Contentsquare

Foundations of Project Management, Google

Affordances: Designing Intuitive User Interfaces, IxDF - The Interaction Design Foundation

Design For Agile: Common Mistakes and How to Avoid Them, IxDF - The Interaction Design Foundation

How to Use Card Sorting for Better Information Architecture, IxDF - The Interaction Design Foundation

Membership Certificate, IxDF - The Interaction Design Foundation

Speak English Professionally: In Person, Online, and On the Phone, Coursera

Figma: Teams, Stakeholders, and Design Reviews, LinkedIn

Sketch: Beyond the Basics, LinkedIn

CSS Essential Training, LinkedIn

HTML Essential Training, LinkedIn

Sketch for UX Design, LinkedIn

Aaron Draplin Takes on a Logo Design Challenge, LinkedIn

Typography: Choosing and Combining Typefaces, LinkedIn

Sketch Essential Training: The Basics, LinkedIn

UX Design: 3 Creating Personas, LinkedIn

Planning a Career in User Experience, LinkedIn

LANGUAGES

Bilingual in English and Spanish.