

Hello, my name is **Cristian Llanez**  
Product Designer

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For the past 14 years, I've dedicated my career to assisting local, regional, and international companies in effectively communicating their value propositions through visual and interactive digital design. My expertise covers a wide spectrum of areas, ranging from user research and concept validation to the strategic planning and successful execution of campaigns via digital marketing initiatives, including web design and inbound marketing.

## Work Experience

### Independent Digital Consultant

2009- Present

Independent Digital Consultant since 2009, supporting growing brands across CMS management, website design, art direction, and digital marketing strategy. Experience building and maintaining Webflow sites, structuring CMS environments, implementing on-page SEO, and overseeing technical configurations including domains, redirects, and analytics. Inbound Marketing Certified, contributing to social media strategy, content creation, and brand and style direction from concept through execution.

### Scotiabank Global Product Designer

2020- 2024

Remote

As a member of the global UX team, my role entails bridging the gap between local teams in Mexico and Colombia and developing a new business banking platform that aligns with the global company's guidelines while catering to the specific needs of these regions.

My responsibilities include acting as an intermediary between the local and global teams, conducting remote user tests, designing user flows, evaluating platform language, crafting user stories, designing interfaces, proposing design solutions, and creating comprehensive documentation for development

### Arkusnexus Ux Ui Designer

Jul 2018 - March 2020

Tijuana, B.C. México

As a UI/UX designer, I turn concepts into reality. This involves gathering user requirements, conducting research, and striving for product-market fit, especially with startups.

Within a SCRUM team, I collaborate with product owners and engineers to define the project's roadmap. This guides us through research, ideation, prototyping, user testing, and successful product delivery to the client and development team.

## Education, Licenses & certifications

**Bachelors in Graphic Design**, from 2004 to 2009 by **CETYS University**, Ensenada B.C. Mexico.  
**Affordances: Designing Intuitive User Interfaces** (May 2020), **Interaction Design Foundation (IxDF)**  
**Interaction Design for Usability** (Nov 2019), **Interaction Design Foundation (IxDF)**  
**Designing with the WCAG 2.2 Guidelines** (Mar 2023), **Scotiabank**  
**Interaction Design: Deliverables** (Apr 2023), **Scotiabank**

*Full version on LinkedIn*

## Skills & Tools

**Communication | Teamwork | Leadership | Adaptability | Conflict Resolution | Empathy**  
**Active Listening | Negotiation | Problem-Solving | Time Management | Conflict Management**  
**Networking | Cultural Sensitivity**

<b>Prototype / WF</b> Proficient	<b>Design system</b> Intermediate	<b>Testing</b> Intermediate	<b>User interface</b> Intermediate	<b>Research</b> Proficient
<b>Mobile design</b> Intermediate	<b>Graphic design</b> Proficient	<b>Digital marketing</b> Proficient	<b>Branding</b> Proficient	<b>Agile Methodology</b> Basic
<b>Figma</b> Proficient	<b>Jira</b> Proficient	<b>Adobe Photoshop</b> Proficient	<b>Adobe Illustrator</b> Proficient	<b>Adobe Light R</b> Proficient