

CRISTIAN LLANEZ

Senior Product Designer | Product Design Lead

Mexicali, Baja California, Mexico • Remote (US time zones) | +52 686 158 5271 | proyectilmx@gmail.com
cristianllanez.com | linkedin.com/in/proyectilmx

PROFESSIONAL SUMMARY

Senior Product Designer with 14+ years of experience designing enterprise platforms, financial products, and complex operational workflows across the United States, Mexico, Colombia, and Canada. Skilled at partnering with product, engineering, and business leaders to translate ambiguous, high-complexity requirements into scalable, accessible experiences. Core strengths include interaction design, information architecture, design systems, data visualization, cross-functional team leadership, and AI-enabled product workflows.

CORE SKILLS

Product Design • Interaction Design • Enterprise UX • Information Architecture • Design Systems at Scale • Prototyping (High-Fidelity) • User Research • Usability Testing • Accessibility (WCAG 2.2) • Data Visualization • AI-Enabled Product Design • Cross-Functional Leadership • Stakeholder Management • 0-to-1 Product Design • Design Critique • Figma

PROFESSIONAL EXPERIENCE

Reinsurance Group of America (RGA) | *United States (Remote)*

UX/UI Designer | Enterprise Product Designer • September 2024 – October 2026

- Own end-to-end product design for an enterprise reinsurance platform used by underwriting and operations teams across the United States, spanning complex multi-step workflows, dashboards, and processing/error states.
- Define UX/UI direction for AI-enabled product concepts, translating ambiguous and highly technical requirements into scalable, easy-to-navigate interaction models.
- Partner directly with product leaders, engineers, and business stakeholders to clarify requirements, challenge assumptions, and shape product decisions before development begins.
- Produce high-fidelity prototypes, responsive interfaces, interaction specifications, and developer-ready documentation that support accurate implementation and reduce engineering rework.

Contracted through Neteffects.

Scotiabank | *Mexico, Colombia, United States & Canada*

UX/UI Designer | Global Product Designer • October 2020 – January 2025

- Led end-to-end product design for Scotia Connect, a global business banking platform serving enterprise clients across Mexico, Colombia, the United States, and Canada.
- Directed UX/UI design for a high-volume File Upload workflow supporting up to 5,000 transactions per file, which enabled more than \$44B in cash-flow volume in its first month following launch in Colombia.
- Led feature-level initiatives and MVPs from discovery through delivery, leading a cross-functional pod of two designers and a Product Owner.
- Planned and conducted remote user testing across four markets, translating findings into improved workflows, terminology, and production-ready interface changes.
- Contributed to the global design system, strengthening accessibility, consistency, and scalability of shared components across markets.

Freelance | *Mexico*

UX/UI Designer | Product Designer • March 2020 – October 2020

Consulted for small and mid-sized businesses on UX, product design, web design, online sales, and design process improvements.

ArkusNexus

UX/UI Designer | Product Designer • July 2018 – March 2020

- Led product design for startup and enterprise clients end-to-end, from discovery and product definition through research, prototyping, validation, and delivery.
- Standardized UX/UI career levels across junior, mid-level, senior, and consultant tracks, creating a clearer growth framework for the design practice.
- Redesigned the software development process to embed UX practices directly into the company's agile delivery model.
- Mentored two UX/UI bootcamp cohorts and built high-fidelity prototypes used in both product development and new-business pitches.

EARLIER EXPERIENCE (2010–2018)

UX/UI Designer, Avandel • Digital Design & Marketing Manager, PromoCasa • Design & Marketing Coordinator, Grupo SATA • Graphic Design Coordinator, Municipality of Mexicali • Junior Designer, Treviño Creativo

EDUCATION, CERTIFICATIONS & LANGUAGES

Bachelor's Degree in Graphic Design — CETYS Universidad (2004–2009) **Languages:** English (Full Professional) • Spanish (Native)

Certifications: Designing with the WCAG 2.2 Guidelines • Interaction Design: Design Patterns as Building Blocks • User Research — Methods and Best Practices • Interaction Design for Usability • Full list on LinkedIn