

Fernando Dante Franco Higareda

SENIOR PRODUCT DESIGNER · UI · UX · RESEARCH

55 2557 9041 · dantekaizen@gmail.com · linkedin.com/in/dantekaizen · behance.net/dantekaizen · Ciudad de México, México · Hybrid/Remote

SUMMARY

I don't just design interfaces — I solve business problems through experience design. With 15 years leading UX and Product Design across Banking, Fintech, Enterprise SaaS, Automotive, and Retail, I've shaped digital products used by 15M+ users — including remote banking platforms for institutions serving 12.7M+ customers. My work sits at the intersection of user needs and business strategy — translating ambiguous requirements into clear, validated, high-impact design solutions.

WORK EXPERIENCE

Senior UX Designer | PepsiCo (via Tech Mahindra)

05/2025 – 03/2026 Remote

- Designing scalable UX solutions for a global enterprise platform impacting 10+ countries, navigating complex regional business rules while maintaining a consistent user experience across diverse markets.
- Translate ambiguous, high-level requirements into validated high-fidelity designs — serving as the bridge between Product Owners and engineering teams to define technical requirements and user stories with clarity and precision.
- Drive end-to-end user research and usability testing cycles, iterating on workflows based on data-driven insights to validate features before development begins — reducing costly late-stage changes.
- Facilitate cross-functional alignment across a 3-5 person design team, collaborating closely with Product Owners throughout each PI to resolve open design decisions and ensure on-time, seamless delivery.
- Optimized large-scale Figma file architecture by restructuring component systems and streamlining workflows — significantly improving performance and reducing friction for the global design team.

Senior UX Designer | Daikin Applied Americas (via K2 Partnering Solutions)

10/2024 – 05/2025 Remote · Contract

- Led the UX design of a new web application to replace 20+ legacy Windows applications used daily by engineers and sales teams for complex HVAC product configuration and quoting — focusing on the Custom Air Handler configurator used by fewer than 500 highly technical users.
- Designed a "Quick Selection" feature that reduced quoting time by an estimated 40% — streamlining a multi-screen configuration process covering location, materials, and components into a faster, guided workflow.
- Redesigned the error handling system by eliminating non-critical warnings and surfacing only actionable errors — with the system automatically proposing fixes resolvable in a single click, significantly reducing friction for engineering and sales teams.
- Designed high-density, data-heavy interfaces from scratch, organizing vast amounts of technical parameters into clear, intuitive workflows — reducing configuration errors and improving efficiency for two distinct user types with very different mental models.
- Facilitated continuous alignment between Product Managers and Subject Matter Experts (SMEs), bridging the gap between technical accuracy and usability — ensuring design decisions were both viable for the business and validated against real industrial workflows.
- Conducted end-to-end user interviews to map friction points in legacy workflows, translating insights directly into redesigned flows that improved accuracy and reduced time-on-task for engineering and sales teams.

Senior Product Designer | HG Insights (via Sonatafy Technology)

10/2021 – 10/2024 Remote

- Drove end-to-end product design for a B2B SaaS revenue intelligence platform — including Opportunity Generator and Market Intelligence products — used by 100+ enterprise organizations including Fortune 500 companies, with users primarily being C-level executives and senior revenue leaders across sales, marketing, and GTM functions.
- Partnered with product management, engineering leads, and architects to translate unclear requirements into actionable roadmaps and user stories — bridging the gap between business objectives and user needs across multiple product areas.
- Built and scaled the design system, creating and maintaining UI components, UX patterns, and style guidelines that improved consistency across products and significantly reduced design and development time.
- Secured stakeholder buy-in for new product concepts by creating and presenting proofs of concept that addressed real market gaps — moving from ambiguous ideas to approved, development-ready features.
- Leveraged data to drive design decisions using FullStory, Heap, and Pendo to analyze user behavior, identify pain points, and validate design improvements — shifting the team from assumption-based to evidence-based design.
- Documented and addressed UX debt systematically, redesigning existing interfaces to improve usability, accessibility, and consistency across the platform.

Senior UX Designer | Banamex (via Globant)

03/2020 – 06/2021 Remote

- Led the end-to-end UX design of Banamex's remote account opening web app — designing 100+ screens across new and existing customer journeys (N2 and N4 flows) — enabling 100% digital account opening without branch visits, launched in mid-2021 for one of Mexico's largest banks serving 12.7M consumer banking clients.
- Led a 2-person UX/UI design team for a large-scale banking project, managing client sessions, delegating tasks, and establishing design file structure and naming conventions — ensuring efficient workflows and clear communication across the team.
- Delivered end-to-end high-fidelity designs for both web and mobile platforms, converting user stories and flow maps into wireframes, interactive prototypes, and final mockups — including design system components and onboarding templates for email and PDF.
- Conducting user research and usability testing sessions, defining participant criteria, and conducting usability testing sessions — providing UX and interaction recommendations directly to product owners based on validated findings.
- Contributed to Globant Labs' ASD platform — a socially impactful initiative developing digital tools for people with Autism Spectrum Disorder, collaborating with an international team on user interviews and feature definition.

Senior UX Designer | Broxel

06/2019 – 02/2020 Mexico City

- Designed core product experiences for a Mexican fintech company, contributing to the redesign of the Broxel mobile app v5, the fintech platform, and the Loop mini-app for business clients — delivering cohesive, user-centered experiences across multiple product lines simultaneously.
- Built and maintained the design system and style guides for Broxel's mobile app, web platforms, and websites — establishing consistent UI patterns and visual standards that improved design efficiency across a 4-6 person UX team.
- Led usability testing sessions as moderator, defining test protocols, recruiting participants, and translating findings into actionable design improvements — embedding a research-driven culture within the team.
- Prototyped app flows for the contact center and contributed to workshops and UX talks for the team — supporting both product delivery and team capability growth.

UX Designer | Banco Azteca

09/2018 – 03/2019 Mexico City

- Designed the remittance flow within Banco Azteca's existing mobile app — creating end-to-end UX for international money transfers, including user flows, wireframes, and high-fidelity UI for both Android and iOS using Scrum.
- Conducted in-branch user research across Banco Azteca locations to understand real user behavior and pain points firsthand — translating field insights into design decisions that directly shaped the app's information architecture and communication style.
- Led the full redesign of the main mobile app targeting low-income users with limited device storage and low digital literacy — a product that today serves 15M+ active users, requiring deep empathy and a human-centered approach from research to final delivery.

Digital Product Designer | Addon Technologies

05/2018 – 08/2018 Michigan, USA

- Collaborated with a global team to define and design an employee tracking system from scratch — conducting stakeholder and end-user interviews, defining information architecture, and delivering wireframes and a working prototype.

UX Designer | Nissan Mexicana (via TERAN TBWA)

03/2017 – 04/2018 Mexico City

- Led the UX team for Nissan Mexico's digital projects as design lead, mentoring 2 junior designers while ensuring WCAG (Web Content Accessibility Guidelines) compliance and human-centered design across campaign websites and digital initiatives. Analyzed navigation data and conducted usability testing to optimize complex user flows.

UX/UI Designer & Front End Developer | iGenter

03/2016 – 03/2017 Mexico City

- Designed and developed responsive web and mobile interfaces using HTML5, CSS3, and jQuery — combining UX design with front-end implementation to deliver accessible, cross-browser compatible products.

UX/UI Designer & Front End Developer | Freelancer

06/2014 – 02/2016 Mexico City

- Delivered user-centered design solutions for multiple clients across web and mobile, applying HCD methodologies, A/B testing, and analytics to iterate and improve digital experiences.

Web Designer | Físico y Fitness Magazine

04/2013 – 06/2014 Mexico City

- Led the full website redesign from wireframes to launch, managing content, social media, and paid advertising campaigns on Google Ads and Facebook Ads — growing the magazine's digital presence and online store revenue.

Web Designer | Kiwi Public Relations Agency

03/2011 – 03/2013 Mexico City

- Designed and developed responsive web banners, micro-websites, icons, and logos for multiple client campaigns — ensuring brand consistency across digital and print assets using HTML5, CSS3, and WordPress.

EDUCATION

Master's degree in Internet Business ISDI México — 2020–2021

Master's degree in Interactive Multimedia Universidad Simón Bolívar — 2013–2015

Specialization in Interaction Design University of California San Diego / Coursera — 2019
Specialized Program in Management Skills Universidad Nacional Autónoma de México / Coursera — 2019
Bachelor's degree in Graphic Design Universidad del Valle de México — 2008–2012

CERTIFICATIONS

International Certification in Leading UX UXalliance — 2020
International Certification in Executing UX UXalliance — 2020
Google UX Design Professional Certificate Google / Coursera — 2023
User Research — Methods and Best Practices Interaction Design Foundation — 2020

SKILLS

UX/UI Design Sketches, Wireframes (low & high-fidelity), Interactive Prototypes, High-Fidelity Mockups, User Flows, Information Architecture, Storyboards, Site Maps, Grid Systems, Style Guides, UI Kits, Design Systems

User Research Usability Testing, Heuristic Evaluations, User Interviews, Online Surveys, Card Sorting, A/B Testing, Guerrilla Testing, Heat-maps, Desk Research, Crazy 8's, Affinity Diagrams, Prioritization Matrix, MoSCoW Diagram

Research Deliverables Research Plans, Interview Guides, Usability Testing Protocols, User Personas, Empathy Maps, Stakeholder Maps, Customer Journey Maps, Mental Models, Analytics Reports

Design Tools Figma, FigJam, Sketch, Adobe XD, Axure RP, InVision, UXPin, Balsamiq, ProtoPie, Framer, Overflow, Principle, LottieFiles

Collaboration & Handoff Miro, Jira, Azure DevOps, Slack, Confluence, Trello, Zeplin, Abstract

Analytics & Validation FullStory, Heap, Pendo, Google Analytics, Hotjar

Web Technologies HTML5, CSS3, JavaScript, jQuery, Bootstrap, AngularJS

Methodologies Agile, Scrum, Kanban, Design Thinking, Human-Centered Design, Lean UX

AI Tools Figma AI, Claude Design, Google Stitch, Google AI Studio, Gemini, ChatGPT, Copilot, v0, Cursor, Midjourney