

Senior product designer, UX architect, and service designer with close to two decades of experience across government, PropTech, sports technology, fintech, and automotive. Works across the full design stack — from research and service mapping to platform architecture, product design, and AI-enabled workflow design.

EXPERIENCE

Senior UX Architect Consultant

Feb 2022 – Mar 2026

TRANSPORT CANADA · GOVERNMENT OF CANADA · TORONTO, ON

- Leading UX architecture across multiple program areas — platform structure, information architecture, and governance that scales across teams
- End-to-end service design research with executives, regional directors, inspectors, and SMEs; future-state models through blueprints, journey maps, and prototypes
- Contributing to two parallel digital transformation projects: ROM (Aviation Security) and TC-ECH (Engagement and Consultation Hub)
- Applied Microsoft Power Platform (Power Apps, Power Automate) for workflow automation evaluation

Head of Service Design & Product

Jan 2022 – Present

CASA PÚRPURA · EL SALVADOR

- Defining the end-to-end service model for El Salvador's first PropTech platform — agent workflows, platform architecture, and multi-tenant governance
- Directing UX strategy across CRM, property management, opportunity flows, marketing automation, and AI-assisted workflows
- Structuring platform governance for expansion into additional Central American markets

Product Design Manager / UX Lead

Oct 2018 – Feb 2022

EVENTCONNECT · LONDON, ON

- Led service design research and co-designed the team registration and accommodation booking flow: **28% improvement in booking completion, 35%+ reduction in support volume**
- Platform supported 6,000+ hotel room nights daily across North America during peak periods
- Managed product design team hiring, onboarding, and delivery

UX/UI Manager

Jan 2018 – Oct 2018

PAYSTONE · LONDON, ON

- Field research with small business merchants on loyalty program adoption; introduced atomic design system and component library across digital products

UX/UI Lead

Mar 2016 – Jan 2018

CARFAX CANADA · LONDON, ON

- End-to-end service design research — field observation, diary studies, and co-design labs with consumers and dealership partners
- Produced journey maps, service blueprints, and system diagrams; contributed to product expansion into dealer inventory and pre-sale tools

EARLIER ROLES

UX/UI Designer & Front End Developer IN2COMMUNICATIONS

2014 – 2016

Multimedia Developer & Website Designer ITS ELEARNING

2010 – 2014

Web & Multimedia Developer EMOTION PICTURE STUDIOS

2008 – 2009

CAPABILITIES

- UX Architecture
- Service Design
- Product Design
- Systems Thinking
- AI-Enabled Workflows
- Research & Facilitation
- Journey Mapping
- Service Blueprinting
- Information Architecture
- Platform Governance
- Co-Design
- Usability Testing
- Prototyping
- Design Systems
- Stakeholder Alignment
- Front-End Development

SECTORS

- Government / Public Sector
- PropTech / Real Estate
- Sports Tech / Events
- Fintech / Payments
- Automotive / Consumer Data
- eLearning

EDUCATION

Graphic Design Media

Centennial College · Toronto, ON · 2007

Internet Graphic Design

Westervelt College · London, ON · 2006

Graphic Design & Website Development

I.T.I · Cali, Colombia · 2003

CERTIFICATIONS

- **Human Centered Design**
University of California, San Diego
- **Artificial Intelligence A-Z 2024: Build 7 AI + LLM & ChatGPT**
Udemy
- **Microsoft Dynamics 365 & PowerApps Developer (Parts 1 & 2)**
Udemy

LANGUAGES

English NATIVE / BILINGUAL Spanish NATIVE / BILINGUAL