

OSCAR SALAS

SENIOR PRODUCT DESIGNER + BRAND CONSULTANT

CONTACT

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CORE COMPETENCIES

Product Strategy

- User-Centered Design
- Product Discovery
- Agile / Scrum
- Design Thinking
- Stakeholder Alignment
- Roadmap Planning

Design & Systems

- Design System Architecture
- Spec-Driven Development
- Interaction Design
- Wireframing
- Rapid Prototyping
- UI/UX Design

Leadership & Operations

- Cross-functional Team Leadership
- DesignOps
- Mentoring
- Design-to-Code Workflow Automation

Tech Stack

- Figma (Expert)
- Adobe Creative Suite
- Jira
- Prototyping Tools
- Generative AI for Design

PROFESSIONAL SUMMARY

Lead Product Designer with 17+ years of experience transforming complex business requirements into scalable, user-centric digital products. Proven track record in bridging the gap between design and engineering through Spec-Driven Development and robust Design Systems. Adept at cross-functional leadership, optimizing design-to-code workflows, and leveraging emerging AI technologies to accelerate product delivery. Passionate about aligning user experience with strategic business goals to drive measurable impact.

PROFESSIONAL EXPERIENCE

Fundación Rafael Dondé | Lead Product Designer | 2023 – Present

- Spearhead the UI/UX strategy for the IT department, managing cross-functional workflows and elevating the team's methodological maturity through Agile (Scrum) and Design Thinking frameworks.
- Redesigned and scaled the internal Design System, establishing clear guidelines and UI components that reduced time-to-market and delivery times by 25%.
- Implemented Spec-Driven Development practices to bridge the gap between design and engineering, standardizing component handoffs and technical documentation to accelerate development speed by 30%.
- Oversee and review the output of design contributors, fostering a culture of continuous feedback and high-quality product delivery.
- Redesigned the internal Multicaja (Lakin) system, reducing time per operation by 45% (from 5 to 3.25 minutes) with 100% approval from stakeholders and the development team.
- Designed a real-time anti-fraud authorization module for Dondé Móvil, stopping 8 fraudulent operations during its pilot phase.

Freelance | Product Designer & Brand Consultant | 2019 – 2023

- Partnered with international and local clients to deliver end-to-end product design and brand strategy, including high-converting UI/UX for e-commerce platforms and digital services.
- Led creative direction and user research, translating stakeholder visions into tangible, user-friendly digital interfaces.
- Recruited, trained, and managed remote design squads tailored to specific project requirements, ensuring on-time delivery and adherence to quality standards.

TNA | Art Director | 2015 – 2019

- Promoted to Art Director to lead the conceptualization and execution of digital advertising campaigns and brand identities.
- Managed design teams, defined visual guidelines, and ensured brand consistency across all user touchpoints and digital channels.

Rehilete | Senior Graphic Designer | 2013 – 2014

- Executed visual design and brand maintenance for key accounts including Embraco and Parque Rufino Tamayo, progressively taking on art direction responsibilities.

EDUCATION & CERTIFICATIONS

- C1 Advanced English Certification – EF SET
- Foundations of User Experience (UX) Design – Google
- Start the UX Design Process: Empathize, Define and Ideate – Google (In Progress)



- Scrum Fundamentals Certified — SCRUMStudy
- GenAI for Everyone — Fractal Analytics
- LottieFiles for Figma (UI Animation) — LottieFiles
- B.A. in Graphic Design — Instituto de Estudios Superiores de Diseño ARTE A.C. (2002 – 2006)