Senior Product Designer · UX/UI Lead — Fintech

OSCAR SALAS

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PROFESSIONAL SUMMARY

Senior product designer specialized in fintech, with 15+ years in design and digital interface experience since 2015. Since 2023 I have led design for 4 products at Fundación Rafael Dondé (collateralized lending, mobile banking, health and e-commerce), serving a network of 380 branches and ~50,000 customers.

I connect design and engineering through design systems and Spec-Driven Design. I use AI (Claude and Claude Code) to build my own research and design tools that scale my team's work.

EXPERIENCE

Fundación Rafael Dondé — Senior UX/UI Designer (leading design)

2023 – present CURRENT

Financial inclusion institution: collateralized lending, mobile banking, health and e-commerce.

- Lead design for 4 products in parallel with 1 direct and 3 indirect designers, alongside 3 PMs and their front-end teams.
- Designed Dondé Móvil's real-time transaction authorization module: in 7 weeks it handled 67K+ transactions, and 5,000+ customers approved or stopped 9,300+ from the app.
- Designed key modules of FlexDondé, the collateralized revolving credit system used across the branch network, with full adoption by business teams and cashiers and fewer operational errors.
- Designed products now in production: the financial health (PFM) module, the Salud Total health membership, and the back office and branch app for the Wanashop e-commerce.
- Built Wanashop's design system 1.0 and introduced Spec-Driven Design with engineering: 25% shorter delivery times (3 sprints vs. the latest) and ~30% faster development (team estimate).
- Redesigned the internal Multicaja system, cutting time per transaction by 45%.
- Designed and am running an information architecture study with 200 users (in progress), using my own tool built in one week with Claude Code.

Independent — Product and Brand Designer

2019 – 2023

- Designed an end-to-end LPG delivery platform in Mexico City (Ubikgas, 2022): customer app, driver app and web admin panel, including flows, prototype, technical handoff and brand identity, as the sole designer working with a PM and developers.
- Brand and communication design for local and international clients: internal communications and change management for HEB (via Celaro), social media for Practical Thinking (international project management firm) and full creative direction for Metcon House (3 locations).

EXPERIENCE (continued)

TNA — Art Director 2015 – 2019

- Promoted to Art Director; led digital campaigns and brand identities and managed design teams.
- Designed an interactive tablet experience for Beerfactory (Grupo Toks), used by hosts and guests to rate new beers and samplers, plus identity for several of its beers.
- Designed websites and interfaces for restaurant mini apps.

Rehilete — Senior Graphic Designer 2013 – 2014

- Brand design and maintenance for Embraco and Parque Rufino Tamayo, taking on art direction responsibilities.

Earlier experience 2007 – 2013

Designer at advertising agencies (BC México, Vulca Design), creating campaigns and identity for Telcel, BMW, Mercedes-Benz, Subaru (Mexico launch) and Tigres football club.

AI TOOLS

I use AI daily for microcopy, realistic prototype content, information architecture exploration and rapid flow prototyping. I have also built:

- **Design system skill for SDD:** automates component and variable naming from my own glossary; the resulting system is the design team's working foundation.
- **Simulated product team:** a five-role skill (analyst, UX researcher, visual designer, scrum master and product owner) that audits my proposals before stakeholder reviews.
- **Card sorting & Tree testing:** the tool behind my information architecture study, built in one week with Claude Code; the study with 200 users is in progress.
- **WCAG palette generator:** delivers a spec sheet, a WCAG contrast table and an applied mockup; already in use.

SKILLS

- **Product:** fintech product design, design systems, Spec-Driven Design, information architecture, prototyping, WCAG accessibility.
- **Research:** card sorting, tree testing, in-branch field observation, operational data analysis, stakeholder interviews.
- **Leadership:** multi-product design leadership, mentoring, DesignOps, collaboration with PMs and engineering.
- **Tools:** Figma (expert, MCP), Claude and Claude Code, Google Antigravity, Adobe Creative Suite, Jira.
- **Languages:** Spanish (native); English C1 (EF SET).

EDUCATION AND CERTIFICATIONS

- BA in Graphic Design — Instituto de Estudios Superiores de Diseño ARTE A.C. (2002 – 2006)
- Google UX Design (Coursera): Foundations of User Experience (UX) Design; Start the UX Design Process: Empathize, Define, and Ideate
- Scrum Fundamentals Certified — SCRUMstudy
- LottieFiles for Figma (UI animation) — LottieFiles