




rubengomez

I'm a passionate and seasoned **UI/UX Product Designer, and Brand Strategist**. With **20+ years of experience**, I've collaborated with startups and companies of all sizes across Mexico, the USA, and Latin America, **designing brands that shine, building stunning web experiences, and crafting digital products that people love**. I'll be glad to work beside you for the success of your projects.

 Tabasco, Mexico

 +52 993 207 5455

 @soyrubengomez

 contacto@rubengomez.net  <https://rubengomez.net>

EXPERIENCE

2023

Design Lead / Product Designer at Mean Technologies

I lead the UI and UX design for the development and launch of Supersafe, an end-to-end treasury platform for businesses with wide support for traditional banking and crypto assets.

2022 - 2023

Design Lead / Product Designer at Startup Wars

Led the UI/UX design process for this business and entrepreneurship teaching platform in the USA, making interface improvements based on data. In the same way, I collaborated closely with the Dev, QA, and Content teams to define new versions of the product. Also contributed to enhancing the company's branding by designing new brand communication guidelines and assets.

2010 - 2022

Executive Creative Director at GOM360 Digital Agency

Was in charge of the creative and strategic direction of this digital solutions agency, where I managed a team of designers and developers in projects involving brand design, web development, and mobile app development for clients from Mexico, Latin America, and the USA.

2009 - 2019

Professional Speaker, Professor and Design Trainer for Universities, Companies and Digital Platforms

I have developed professional training programs and delivered keynotes on topics such as digital design, marketing, technology, and engineering for universities, companies, conferences in Mexico, as well as digital platforms like Platzi.com in Colombia and Latin America.

2002 - 2010

Senior Multimedia & Web Designer

Developed projects for national and international brands in graphic design, multimedia applications, websites, advertising campaigns, creative direction, animation, UI/UX and graphic production for several agencies as a staff designer and freelance.

SOFTWARE

UI/UX Design

Figma, Sketch, Adobe XD, Miro, Marvel, InVision, Zeplin.

Visual Design

Adobe: Photoshop, Illustrator, In Design, Animate, Premiere, After Effects.

Web Design

Framer, Wordpress, Elementor, Divi.

Code

HTML, CSS, JavaScript.

SKILLS

UI Design

UX Design

Prototyping

Visual Design

Web Design

Animation

Brand Design

Brand Strategy

Design Thinking

Creativity

Leadership

Team Management

EDUCATION

Graphic Design Bachelor Degree

UVM. 2001 - 2005

CERTIFICATIONS

Adobe Certified Associate

Rich Media Content Creation

Adobe / Certiport. 2012

UX Design Professional Certificate

Google. 2022 (In process)

COURSES & DIPLOMAS

Design Thinking

Digital Transformation

Web 3 Fundamentals

Social Media & Digital Marketing

LANGUAGES

Spanish: Native

English: Fluent (C1)