



RUBEN GOMEZ

UI/UX • Product Designer & Design Lead

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 websites and webapps, and crafting mobile applications that people love as well. I'll be glad to work beside you for the success of your projects.

EXPERIENCE

- 2024**
UI/UX & Product Design Lead at Cattri
 I manage the design team and product design strategies for the launching of Alfred: a brand new big screen device designed to run interactive apps in malls and outdoors locations.
- 2023**
Design Lead / Product Designer at Mean Finance
 Led 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.
- 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.
- Languages** 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

- ✓ Agile Methodologies
- ✓ Design Thinking
- ✓ Digital Transformation
- ✓ Web 3 Fundamentals
- ✓ Social Media & Digital Marketing

LANGUAGES

English: Fluent (C1) **Spanish:** Native

CONTACT ME

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