

Luis Felipe Heredia Cruz

Product Designer | UX/UI | Fintech & Digital Banking
Advanced English | Native Spanish speaker



Product Designer with 4+ years of experience designing end-to-end digital products for complex and regulated industries.

Specialized in SME/B2B banking, UX research, and collaboration with Product, Engineering, Research, and QA teams to create solutions aligned with user needs, business goals, and technical requirements.

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Experience

Product Designer | GFT Technologies

January 2022 – March 2026

Global consulting partner supporting digital transformation initiatives in financial services, collaborating with cross-functional teams to design, validate, and deliver scalable digital banking solutions for clients such as Santander and Actinver.

Product Designer | Santander México (Consultant through GFT Technologies)

February 2022 – January 2026

Designed digital experiences for mobile and web banking (SME / B2B) within Santander's ecosystem, applying usability principles, design systems, and interaction patterns.

- Led end-to-end product design for SME/B2B digital banking experiences across mobile and web**, informed by user and business insights from interviews, usability testing, and close collaboration with the Research team.
- Partnered closely with Product, Research, Development, and QA teams in Agile environments**, validating solutions end to end and ensuring consistency through the Design System, Jira, and Confluence.
- Translated research findings into clear problem definitions**, user flows, and interaction models, aligning user needs with regulatory and technical constraints.
- Owned onboarding and security flows** (device binding, E-Token activation, OTP/PIN authentication), balancing compliance, risk mitigation, and user friction.
- Defined and integrated biometric identity verification experiences** using SDKs such as Incode and Identy, informed by research insights and operational requirements.

Creative Multimedia Developer | Monks

2020 – 2021

- Contributed to the design of content-driven web experiences, defining page structure, navigation, and interaction patterns based on audience and campaign insights.
- Iterated on web experiences using qualitative feedback and performance signals to validate decisions and improve usability and engagement.

Senior Multimedia Designer | KTBO

2017 – 2020

- Led art direction, illustration, animation, and concept development for integrated digital campaigns (Corona, Google, Mattel, Ricolino, Little Caesars), collaborating with strategy and development teams to ensure visual consistency across touchpoints.
- Translated creative concepts into scalable visual assets and motion systems, balancing brand guidelines, timelines, and production constraints.

Education

B.A. in Digital Media Design

Centro de Diseño, Cine y Televisión
2012 – 2015

Behavioral Design: Influencing Decision-Making

Centro de Diseño, Cine y Televisión
2022

Specialization in Creative Coding for Animation and Video

Centro de Diseño, Cine y Televisión
2019

Core skills

Design thinking Prototyping

AI-assisted design workflows

Fintech Digital Banking

Usability Testing UI design

Information Architecture

User Research UX design

Stakeholder management

Design system Accessibility

Figma Miro

ChatGPT Claude

Maze Useberry

Adobe Suite

Jira HTML / CSS (basic)