

Pamela Flores Iberri

Senior Product Designer · UX/UI · Mexico City, Mexico

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Senior Product Designer with an engineering brain. 6+ years designing complex B2B SaaS and enterprise platforms, collaborating closely with product, engineering, and business teams to deliver user-centered solutions. Track record as the sole designer on small, fast-moving engineering teams (Nuskar, Laskie) and as design lead on enterprise accounts (ABInBev). I integrate AI throughout my design workflow (from research and data analysis to interactive prototypes) to iterate faster and validate ideas earlier.

WORK EXPERIENCE / RELEVANT COURSE WORK

Freelance Product Designer

Mexico, Remote
February 2024 - Present

- Partner with startups and small businesses to design digital products end-to-end, from discovery through hi-fi prototyping and engineering handoff.
- Translate ambiguous business requirements into clear wireframes and prototypes that engineering can implement.
- Apply user-centered methods (interviews, prototyping, iterative testing) balance usability with business goals.
- Integrate AI throughout the design workflow (research synthesis and data analysis) to iterate faster and explore more ideas per sprint.
- Use AI development tools (Claude Code) to turn design concepts into interactive code prototypes, letting stakeholders react to real interactions instead of static screens.
- Delivered 6 projects across multiple industries, including BabaBoom Snack Bar, Angela Care, and Daedaline.

Head of Design - Nuskar

Mexico, Remote
September 2022 - February 2024

- Led end-to-end design as the sole designer, building an ecosystem of digital products for drivers, fleet managers, workshops, and service providers.
- Designed and shipped driver e-commerce, fleet dashboards, and workshop management tools, consolidating maintenance scheduling, parts purchases, and service tracking into a single workflow.
- **Drove design contributions to strategic partnerships with Uber, Refaccionarias California (Mexico's leading auto parts retailer), and Grupo Avante (Mexico's largest tire distributor),** enabling drivers on the Uber platform to access affordable parts and maintenance through Nuskar.
- Extended design's role beyond product, creating assets for in-person events, internal documentation, and reporting deliverables for the Uber partnership.
- Worked closely with PMs, engineers, and stakeholders in a Shape Up process, using Figma for prototyping and FigJam for flows and ideation workshops.
- Joined during a 1M MXN funding round, contributing to product and brand work that supported the company's growth stage.

UX/UI Designer - Laskie

United States, Remote
December 2021 - June 2022

- Sole designer supporting 4 engineers on a tech recruitment marketplace (later acquired by Twitter/X).
- Redesigned the candidate profile editor to mirror the natural flow of recruiter interviews, eliminating a 30+ minute double input workflow per interview, validated through follow-up interviews with the same Talent Partners who participated in discovery.
- Conducted metrics-driven UX research with 3 Talent Partners and 2 Biz-Ops stakeholders, identifying recruiter workflow friction as the highest-impact problem to address next.
- Built reusable components and visual assets that improved consistency across the platform and supported brand presence in product and social.

UX/UI Designer - Esports State

Mexico, Remote
July 2021 - December 2021

- Defined UX strategy and core experience for LATAM's first esports career platform, from research through MVP prototypes.
- Combined qualitative and quantitative research (114 survey responses, 8 in-depth interviews across 4 user types) to define personas, user needs, and product hypotheses.
- Facilitated ideation sessions with stakeholders, investors, and users, using a value + usage matrix to prioritize **5 validated features for the MVP** out of 14 candidates.
- Designed initial wireframes and prototypes that aligned product, business, and user goals.

Lead UX/UI Designer - Testbench Technologies

Canada, Remote
October 2020 - May 2021

Design lead at a partner agency, owning end-to-end design across multiple enterprise client accounts as part of a 2-person design team.

- **ABInBev:** Unified 5 fragmented internal platforms into a single cohesive ecosystem; final prototype approved by the product team and handed off to their engineering team. Without direct access to users, I made the high-fidelity Figma prototype the team's working source of truth. When stakeholders saw real screens, they surfaced requirements they hadn't been able to put into words.
- **Khalo:** Led design for a cryptocurrency analysis tool, defining the visual system and core product experience from scratch.
- Built and maintained a design system used across both accounts, reducing prototype assembly time from weeks to ~2 days.

Freelance UX/UI Designer - Soluciones Kuali

Mexico, Remote
October 2020 - December 2021

- Part-time freelance work designing prototypes for B2B clients across multiple industries.
- Gathered requirements through stakeholder interviews and ran research and ideation sessions to guide development of user-centered products.

SKILLS

Product & Research

Discovery research, user interviews, jobs-to-be-done, journey mapping, usability testing, feature prioritization

Design Craft

Information architecture, wireframing, hi-fi prototyping, interaction design, design systems, component libraries, visual design

Process & Collaboration

Agile, Shape Up, workshop facilitation, stakeholder alignment, async collaboration, design ops

AI in my workflow

Research synthesis, data analysis, design-to-code prototyping (Claude Code), prompt engineering for design workflows

Tools & Technical

Figma, FigJam, Miro, Notion, Jira, Adobe Illustrator (basic), Claude Code, HTML, CSS, JavaScript

Languages

Spanish (Native), English (C1)

EDUCATION

BS in Computer Engineering - Instituto Tecnológico Autónomo de México (ITAM)

Coursework completed; thesis pending

Academic Exchange Program - Norwegian University of Science and Technology (NTNU)

Spring 2019

Coursework: Information Visualization, Digital Platforms & Service Ecosystems

CERTIFICATIONS

Interaction Design Foundation (IDF)

- *Design Thinking: The Beginner's Guide*
- *Become a UX Designer from Scratch*
- *Visual Design: The Ultimate Guide*

CODECADEMY

- *Learn JavaScript Course*