Miriam Moreno

Senior UX/UI &
Product Designer

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ABOUT ME

With a background in graphic design, I transitioned into UX/UI design, blending creativity with technical expertise to **craft intuitive and user-friendly digital experiences**.

I have worked across industries, from biotechnology to insurance, designing seamless user experiences for laboratory software, marketing platforms, and enterprise applications. **My expertise spans UX research, UI design, and product development**, ensuring impactful and scalable solutions.

SKILLS

UX Strategy & Research:

User Interviews, Usability Testing, Heuristic Evaluation, User Flows, Journey Mapping, Personas, Information Architecture, UX Audits, Competitive Analysis, Data-Driven Insights.

Visual & Interface Design:

UI Design, High-Fidelity Mockups, Typography, Layout Systems, Design Tokens, Iconography, Branding for Digital Products, Motion for UI.

Product & Delivery:

Agile/Scrum, Requirements Gathering, Feature Prioritization, MVP Definition, Roadmap Support, Design Documentation, A/B Testing

Interaction & Product Design:

Wireframing, Prototyping, Interaction Design, DesignSystems, Component Libraries, Responsive Design, Microinteractions, Accessibility (WCAG), Behavior-Driven UI.

Design Tools, AI & Collaboration:

Figma (Advanced), FigJam, Miro, InVision, Adobe CC(Illustrator, photoshop, InDesign, After Effects, Premier) Notion, Confluence, Zeplin/Figma Inspect, Developer Handoff, Cross-functional Collaboration, Claude AI, Gemini, ChatGPT, MidJourney.

Front-End & Platforms:

HTML & CSS, CMS Platforms (Webflow, Squarespace, WordPress), Bootstrap, Familiarity with Java environments, Understanding of Front-end Constraints & Feasibility.

WORK EXPERIENCE

2021 - 2026

Kaligent | Biotechnology company

Product Designer | Lead UX/UI Designer

- **Spearheaded the UX/UI strategy** for the company's flagship software, leading the end-to-end design process for the entire product ecosystem.
- **Partnered with the QA team** to audit UI and software functionality, identifying friction points and streamlining user workflows to improve task completion.
- **Facilitated user testing** sessions to gather direct feedback, translating user pain points into actionable design enhancements and improved usability.
- **Drove continuous product evolution** by conducting competitor analysis and implementing UX strategies that simplified the onboarding process and encouraged feature adoption.
- **Collaborated with Business Analysts** to deliver design solutions that successfully balanced aesthetic appeal with complex technical requirements and business goals.
- **Architected information hierarchies**, including wireframes, storyboards, and sitemaps, to visualize and refine complex product workflows.
- **Produced high-fidelity** prototypes for stakeholder validation and usability testing, ensuring early identification of design flaws and reducing development rework.
- **Established and maintained a cohesive Design System**, defining standards for typography, color theory, and UI components to ensure visual consistency across the entire interface.

2018 - 2021

BioSoft Integrators | Biotechnology company

Lead UX/UI & Web Designer | Visual Designer

- **Directed UX/UI design for complex LIMS platforms** tailored for high-precision environments, including Cannabis, GMO, Genomics, and Cancer Research laboratories.
- **Established a research-driven design culture** by conducting weekly user interviews and usability testing, transforming specialized researcher feedback into intuitive interface improvements.
- **Managed the end-to-end design lifecycle**, delivering everything from conceptual low-fidelity wireframes to developer-ready high-fidelity prototypes in coordination with PMs and Engineers.
- **Executed design within an Agile/Scrum framework**, ensuring rapid iterations and alignment with technical constraints and sprint goals.
- **Owned the corporate web presence**, overseeing the development and maintenance of the company website through CMS management and custom CSS styling.
- **Optimized digital growth and engagement** by implementing SEO strategies and monitoring analytics to boost organic traffic and improve user retention.
- **Defined and evolved the brand's visual identity**, overseeing the design of the company logo, professional stationery, and large-scale marketing assets for trade show exhibitions.

2017 - 2018

Global Hawk | Insurance Company

UX/UI & Web Designer | Visual Designer

- **Designed and developed** high-converting company websites, prioritizing mobile responsiveness, readability, and a seamless user journey for insurance clients.
- **Architected intuitive UI** solutions for internal and external web applications, specifically tailored to streamline the workflow of brokers and administrative staff.
- **Executed SEO and visibility strategies**, optimizing site structure and content to improve search rankings and reach target audiences effectively.
- **Applied advanced principles of visual hierarchy and accessibility (WCAG)**, ensuring that complex insurance data was easy to navigate for all user demographics.
- **Partnered with development teams** to bridge the gap between design concepts and technical implementation, ensuring high-fidelity execution of interface components.
- **Optimized navigation systems** and user flows, reducing cognitive load for users interacting with dense policy information and application forms.

2012 - 2017

BCP Capital Group | Financial company

UX/UI & Web Designer | Visual Designer

- **Conceptualized and developed diverse web platforms** across multiple business units, including financial services, marketing technology, and commercial services.
- **Designed and prototyped financial products** specifically tailored for the Mexican market, focusing on clarifying complex financial data and streamlining transaction workflows.
- **Integrated emerging technologies** such as iBeacon and NFC into product designs, bridging the gap between physical interactions and digital user experiences.
- **Defined and implemented comprehensive visual identities** for internal and external communications, ensuring strict brand governance across all digital and physical touchpoints.
- **Led UI design for Progressive Web Apps** (PWAs) and digital products, enhancing visual coherence and optimizing performance for mobile-first users.
- **Transformed market research and user data** into actionable design decisions, ensuring that both advertising strategies and product features aligned with user behavior.
- **Produced multi-channel advertising assets**, managing the design of both digital campaigns and high-impact print media to support corporate marketing initiatives.

EDUCATION

UABC (Campus Tijuana) | Graphic Design - Degree Coursework Completed [2005-2010]

Courses

Web Design for Usability - 2020
Information Visualization - 2022
Human Computer Interaction - 2022
Design Thinking - 2023
User Research - 2026