

VALERIA CASTRO JIMÉNEZ

Product Designer | Product Analyst

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PROFESSIONAL SUMMARY

Senior Product Designer and Product Analyst with 5+ years of experience designing and evolving digital products across fintech, insurtech, and public safety. I combine user research, UX/UI design, and product thinking to turn user and business needs into clear, feasible solutions. My experience spans discovery, functional definition, prototyping, validation, and implementation, working closely with users, clients, stakeholders, and engineering teams. Certified in UX/UI, UX Research, and Product Ownership.

EXPERIENCE

Seguritech | Product Designer & Product Analyst

July 2024 - Present

- Contributed to the implementation of a 9-1-1 CAD platform in Jalisco, working directly with the client and end users to validate usability, identify improvement opportunities, and iterate on interface and workflow enhancements during the production rollout.
- Co-designed an agentic AI workflow connecting requirements, documentation, user stories, and prototypes, reducing product-definition and development-handoff preparation time by more than 50%.
- Coordinated product requirements and priorities, translating user and business needs into user stories, acceptance criteria, and clear deliverables for UX, engineering, and QA.
- Drove the adoption of Design Systems, visual QA, and development-ready UI references, improving consistency between design and implementation while reducing rework.

Weirdneutrino | UX/UI Designer

February 2020 - July 2024

- Designed digital products across consumer, services, government, fintech, and insurtech sectors, contributing to research, information architecture, user flows, wireframes, prototyping, and usability testing.
- Facilitated collaborative sessions with stakeholders and cross-functional teams, helping accelerate development cycles by up to 30% and align product decisions.
- Contributed to the development of two new digital products, connecting user needs, business goals, and implementation feasibility:

Picaio | AI-Powered Financial ERP

- Designed the end-to-end experience of a fintech product across three channels—website, web platform, and mobile app—from user research through development-ready functional prototypes.
- Defined user flows and information architecture, validating functional prototypes through usability testing to identify improvement opportunities and refine the experience before implementation.

Sincero | Insurtech B2B

- Developed the product identity and Design System, along with the B2C experience supporting customer acquisition and sales-contact flows.

MKT Comercial | Graphic Designer / Web Designer

May 2017 - December 2019

Designed and developed websites using HTML, CSS, and PHP, while also contributing to digital campaigns and multimedia content for multiple clients.

SKILLS

Product & UX: Product Discovery · Product Thinking · UX Research · Design Thinking · Systems Thinking · User Flows · Information Architecture · Prototyping · Usability Testing · Design Systems · Requirements Analysis · User Stories

Strategy & Collaboration: Stakeholder Management · Cross-functional Collaboration · Influence without Authority · Team Alignment · Prioritization · Critical Thinking · Problem Solving · Decision Making

Data & Optimization: Insight Synthesis · Data-informed Design · Benchmarking · Surveys · Card Sorting · Product Metrics

Tools: Figma · Jira · Miro · Maze · Optimal Workshop · Google Analytics · Adobe Creative Cloud · AI-assisted Design Workflows

CERTIFICATIONS

Scrum Product Owner Certified Expert (SPOCE) · 2026

Scrum Foundations Certified Expert (SFCE) · 2026

UX Research · Coderhouse · 2023 | UX Writing · Coderhouse · 2023

Advanced UX/UI Design · Coderhouse · 2023 | UX/UI Design · Coderhouse · 2022

EDUCATION

Bachelor's Degree in Graphic Design and Animation | Universidad Tecmilenio | 2015 - 2019

UX/UI Design Specialization | Coderhouse | 2022 - 2023

LANGUAGES

Spanish · Native | English · B2 Upper-Intermediate (CEFR)