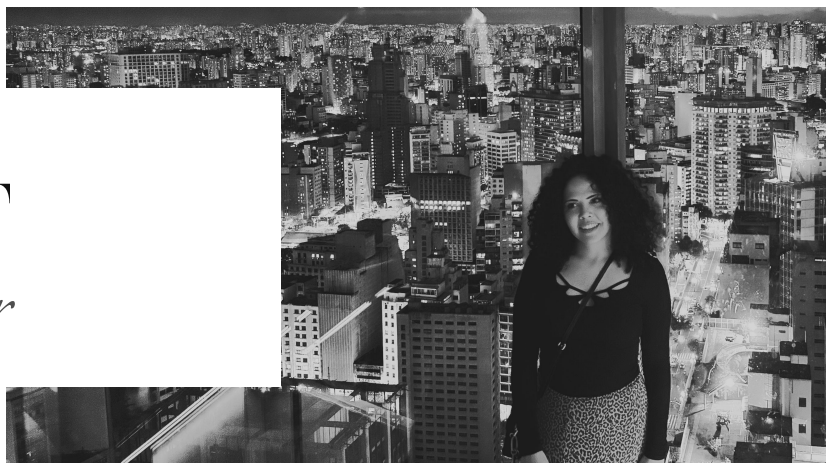


BARBARA MONTSERRAT

Lead Product Designer



CONTACT

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☎ +52 55 3650 8637

🌐 [LinkedIn](#)

🔗 [Portfolio](#)

SOFTWARES

Figma, Adobe XD, Sketch,
InVision, Photoshop,
Illustrator, Zeplin, Hotjar,
Miro, Jira, Asana

SKILLS

UI/UX design, Material design,
Accessibility best practices,
Design tokens, Prototyping,
Usability testing,
Benchmarking, Wireframing,
Journey mapping, Design
systems, Design library
creation, User research,
Empathy mapping, Heuristic
evaluation, User flow
mapping, Responsive design

LANGUAGES

- English C1
- Native spanish speaker

EDUCATION

Specialized Program in UI/UX
Design

CalArts | 2019

Bachelor's Degree in Design
and Visual Communication

National Autonomous

University of Mexico (UNAM) |
2013 - 2017

Diploma in Web Design

EDUMAC | 2015

PROFESSIONAL EXPERIENCE

SENIOR MANAGER II, UX DESIGN

Circana / Nielsen | 2025 - Present

- **Led end-to-end UX design for a core product platform as the sole designer**, driving improvements across the full customer experience. Initially hired as a Senior UX Designer at Nielsen, later transitioned to Circana following product acquisition (Aug 2025). Promoted to Senior Manager II in recognition of ownership and impact.
- Rebuilt the design function from the ground up after four years without dedicated design support—establishing processes, organizing workflows, and designing the platform in Figma. Led cross-company migration efforts and collaborated with both client-facing and internal teams to enhance product usability and consistency.

SENIOR PRODUCT DESIGNER

Nowports | 2022 - 2024

- **Sole and lead designer for Nowports core platform, a Mexican unicorn freight forwarder offering maritime, land, and air shipping services.** Collaborated with tech, data, product, business, and research teams to develop and optimize the core platform's user experience and interface.
- Built the internal design library and integrated external libraries, ensuring consistency and scalability. Continuously conducted usability testing, benchmarking, and user research to enhance the platform's efficiency and user satisfaction.

UX/UI DESIGNER

Bambú Mobile | 2020 - 2022

- Designed customized solutions for clients in sectors such as healthcare, automotive, e-commerce, and transportation, in direct and continuous collaboration with clients.

UX/UI DESIGNER

Sferea | 2019 - 2020

- Managed design projects, delivering rapid solutions and constantly adapting to meet diverse client objectives.