

Héctor Gutiérrez

Product designer who prototypes in code

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Profile Product designer with 5+ years on web and mobile products for mass-market customers. I own the work end to end, from research and flows to high-fidelity design, testing and launch, and I prototype in HTML, CSS and JavaScript. Trained in animation and digital art, I bring motion and visual craft to product work.

- Experience**
- UI Designer** at UiX, design team for Banco Azteca Dec 2024 – present
- **Designed Banco Azteca’s pay-with-a-loan checkout button from proof of concept to production:** a mobile web flow where shoppers at partner merchants pay with a loan, through OTP, biometrics, offer and purchase.
 - After launch, diagnosed the funnel with Hotjar session analysis, mystery-shopping purchases in production and a review of 70 merchant checkouts, tracing the largest drop-offs to biometric verification and generic error screens.
 - Redesigned login, OTP and biometric verification (auto-validating OTP, selfie guidance, retry without restarting the flow) and designed distinct error states so each failure cause can be measured.
 - Presented findings as interactive HTML decks with embedded Figma prototypes, aligning product, IT, analytics and commercial partners on a dated action plan.
 - **Hold a formal mandate for AI initiatives (20% of my role):** designed and led a hands-on Claude workshop for the design team and built its companion web app on Cloudflare Workers.
- Customer Experience Manager** at Banorte 2020 – 2024
- Worked across the bank’s innovation lab, project office and customer-experience area: researched emerging technology (digital identity, blockchain payments), presented recommendations to executives and tracked cross-functional projects in risk, branch onboarding and debit cards.
- UI/UX Design Consultant** at Softtek, assigned to Banorte 2018 – 2020
- Designed Banorte’s developer portal for its open-banking and regulatory APIs, including the ATM-locator and merchant-acquiring APIs, as responsive layouts for desktop and mobile.
- UI/UX Designer** at Ryndem Studios 2016 – 2018
- Designed management software for lab reagents (Proquifa) and restaurant wine cellars (WineAdvisor) and the Holland Animal Health website; moved the studio to Sketch and Zeplin.

- Independent work**
- **Character harness**, a multi-model dialogue system: parallel models write each turn and a critic picks the one that sounds least like an assistant.
 - **Aether Ink**, an open-source, local-first AI writing app with an in-editor assistant (Next.js, SQLite).
 - **Interactive pieces** such as a bilingual WebGPU fan site with custom shaders and a reduced-motion fallback.

Skills	Design	Figma, user flows, wireframes, high-fidelity UI, design systems, accessibility
	Research	Usability testing (Maze), Hotjar session analysis, mystery shopping, funnel analysis
	Prototyping	HTML, CSS, JavaScript and TypeScript, React, Next.js, WebGL
	AI	Claude, Gemini and ChatGPT for design and code; ComfyUI for image workflows
	Languages	Spanish (native), English (professional, B2-C1)

Education

B.A. in Animation and Digital Art, Tecnológico de Monterrey, Cuernavaca 2009 – 2014

Diploma in Integrated Marketing Communication, IE Business School 2024