Paulina Espinosa Morales

Senior Product Designer
pau.yiya@gmail.com · 5545111080 · Ciudad de México
Portfolio: paupecas.design · LinkedIn: linkedin.com/in/paus-ux · GitHub: github.com/Pecosa

SUMMARY

Product designer with 9+ years of experience, mostly in fintech and banking.

- I build and unify design systems. I created a company's first design system from scratch at Covalto, and merged several separate libraries into one at Kueski.
- I ship end to end. I work directly with engineering instead of handing off a spec and walking away.
- I specialize in fintech and banking, where a system has to hold up under audits, multiple product lines, and constant regulatory change.
- I reframe ambiguous asks into distinct, separately solvable requirements before evaluating any proposed solution.
- I verify before building on top of something. I re-check source material for contradictions before treating it as settled.
- I integrate AI-assisted workflows (Claude Code, MCP, Figma MCP) into my daily design and research practice, not just experiment with them on the side.

CORE SKILLS

Design & Research: Design Systems, Generative and Evaluative Research, Usability Testing, Information Architecture, Personas and Journey Mapping, Interaction Design, Visual Design and Craft, UX Strategy, UX Audits, Prototyping (Figma)

Facilitation & Methodology: Design Thinking, Double Diamond Framework, Agile Methodology, Cross-functional collaboration (Product Management, Engineering, Research), Mentoring

Domain: Enterprise B2B SaaS, Security and Identity (admin and end-user flows), Fintech and Banking

Front-End & Technical: HTML, CSS, SASS, JavaScript, Angular, ReactJS

AI-Assisted Workflows: Claude Code, MCP (Model Context Protocol) integrations including Figma MCP, AI-assisted design-system token management, reusable build-and-deploy skill covering both Vercel and Cisco's internal Things platform

PROFESSIONAL EXPERIENCE

UX/UI Designer, Identity Team at 3Pillar Global (client: Cisco), Mexico *(Sep 2025 – Present)*

- Ran a heuristic evaluation of the onboarding flows for five Cisco security products (Duo, Cisco Secure Access, ISE, Cisco Identity Intelligence, Security Cloud Control): 65 steps, 120 issues, and 6 expert interviews. Found five problems that every product shared and recommended a "start here" signal, upfront dependency warnings, and in-product guidance for the weakest product. Presented the findings to product and org leadership, and my manager then asked me to turn them into an interactive onboarding tool for new designers.
- Owned the MSP-flow interfaces in Figma and connected Claude directly to Figma via MCP to pull the Magnetic design system's components and tokens straight into the work, instead of building from memory or screenshots. Also drew on other designers' existing Figma patterns to justify design decisions rather than designing each screen in isolation.
- Designed and built a self-serve onboarding tool for new-hire UX designers, end to end (Vanilla JS + Vite + Magnetic Design System on the frontend, Go + Postgres + Webex API on the backend, containerized deployment on Cisco's internal platform), to reduce one-on-one ramp-up time with senior designers. Tracked down and fixed a production bug that was silently losing data.
- Built an AI design-ops workflow as a Claude Code skill that preps and recaps recurring meetings by cross-checking Webex summaries against project records. It supports a team of 10 designers and their manager, each with a 30-minute 1:1 for updates. Cut the prep for each designer's 1:1 from almost 30 minutes to about 2, a single request to Claude. The consolidated updates also let my lead answer his manager's status requests the same day instead of waiting a week on updates. Walked the team and manager through it live.

UX/UI Designer, SD-WAN Team at 3Pillar Global (client: Cisco), Mexico *(Nov 2024 – Sep 2025)*

- Helped implement the Magnetic design system in SD-WAN: checked which existing component each design should use, requested new components from the design system team with suggestions for what they could be, and walked developers through the findings, answered their questions, and got a delivery estimate from them for each task. This cleaned up inconsistent flows and raised the quality bar on design deliverables.
- Designed the Disaster Recovery experience in Catalyst SD-WAN: ran workshops with the engineering team, benchmarked 10 vendors, critiqued the existing page, compared info-box and form options (drawer versus modal), and designed the final screens (homepage, status tags, arbitrator card). Prototyped all six core user journeys and presented them at the final engineering-council review before handoff.
- Designed energy management reporting and carbon intensity enhancements for Catalyst SD-WAN: a report card and drawer (PDF and CSV, scheduling, email delivery), a carbon intensity card, trend tab and comparison column, and a new

two-period comparison picker. Took the work through Magnetic, accessibility and leadership reviews, got sign-off from every team involved, and delivered it to engineering.
- Set the UX direction for SD-WAN and kept stakeholders aligned on priorities.
- Cleaned up how the team used Jira, which made cross-team work more visible and helped things ship on time.
- Scoped UX work across multiple projects at once: set priorities, estimated design effort, and made sure it lined up with what product and engineering could actually take on.
- Came up with AI-driven concepts for a troubleshooting initiative to make things clearer for support teams.
- Brought Figma Make into discovery sessions, which got stakeholders up to speed faster and made early-stage decisions easier.

Senior UX Product Designer at Kueski, Mexico *(Sep 2023 – Aug 2024)*
- Led the Design System initiative (DS Roots): brought the company's separate Figma libraries together into one, started its documentation, and worked with designers to adopt it across the products.
- Designed and shipped auto-pay scheduling for loan payments (released May 2024), built to reduce late fees and the collections team's manual follow-up.
- Set up how the Customer Relationship tribe worked day to day, keeping design, product, and engineering aligned.
- Put design governance in place that made the process more scalable and got things from design to development faster.
- Mentored designers on the team.

Head of UX & Product Design at Covalto Banco, Mexico *(Feb 2021 – Jan 2023)*
- Ran UX for a new digital banking system end to end, making it more usable and consistent across channels.
- Designed and shipped several products (digital savings, trade finance, debit accounts, international factoring) that grew the customer base and revenue.
- Led employee-experience research during the Covalto, Visor and Finterra merger: 20 internal interviews (7 new hires, 13 veterans) and a five-stage journey map of pain points and opportunities.
- Built UX workflows that made the team faster and more efficient, which fed directly into funding milestones with Credit Suisse.
- Mentored designers on the team.

Senior UX/Product Designer at Covalto Banco, Mexico *(Feb 2020 – Jan 2021)*
- Built the company's first design system from scratch (Minerals, based on Atomic Design). In its first 3 months it reached 8 products and 19,804 end users across client-facing products and internal tools. It has since grown to 20+ products and 1,576,576 users impacted.
- Redesigned the company website, which had no metrics, no Figma and no design system. Conversion went from 0.06% to 1.66%, bounce rate fell from 79.4% to 64.4%, and average session time rose from 29 to about 50 seconds.
- Designed a white-label onboarding flow that made partnerships with UberEats, Oracle, and Microsoft possible.

Senior UX/Product Designer at Scotiabank, Mexico *(Jan 2018 – Jan 2020)*
- Designed the UX for several insurance e-commerce products, smoothing out the customer journey and improving conversion.
- Led iOS design for Scotiamóvil, one of Mexico's major banking apps, with a focus on accessibility.
- Was Scotiabank's Accessibility Champion for Mexico: pushed for inclusive design standards across teams.

UX Designer & Front-End Developer at Interfaces.io, Mexico *(Nov 2015 – Jan 2018)*
- Built MVPs and hybrid apps with Angular and React for clients, focused on usability and performance.
- Helped client brands grow by keeping the product work user-centered from the start.

EDUCATION

- **P.D., Virtual Communication Media** at Iconos Institute, Mexico (2012–2015)
- **Bachelor's Degree in Science Communication** at UVM, Mexico (2003–2007)

LANGUAGES

- Spanish: Native
- English: Fluent (EFSET C1 Advanced)
- Chinese: HSK 1