

# ◆ Bobby Diamond

## Product Designer

### EXPERIENCE

#### Sr. Product Designer

Zoomforth | SaaS - websites building web app

Jun 2022 to Nov 2023 - 1 yr 6 mos, US based company (fully remote)

- Led and improved the PD team defining each step of the design process.
- Gave direction to Jr. Product Designers
- Updated the design system with help of the design and development team.
- Researched, designed, reviewed and delivered several features. Most of them as an individual contributor and guiding other designers in their process.
- Updated an existing design system.

#### Product Designer

Non Disclosure | Fintech - BNPL mobile app

Oct 2021 to Jun 2022 - 9 mos, US based company (fully remote)

- Led a major product iteration that changed the product goal by 100%.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Conducted research to improve new features.
- Integrated the end-to-end product design process into a cross-functional team.
- Managed and maintained the design system.

#### Product Designer

Swap | Fintech - P2P payments mobile and B2B desktop app

Mar 2019 to Oct 2021 - 2 yr 8 mos, Mexico (fully remote)

- Integrated the end-to-end product design process into a cross-functional team.
- Defined the design system from a UI library.
- Delivered several complex features such as: in app chat with payments features, native iOS keyboard.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Led the delivery of CNBV compliance needs as a PM, prioritizing the backlog while implemented several improvements to major user flows.
- Led the KYC definition and implementation process minimizing fraud by 90%.

#### Jr. Product Designer

Near BPO | Nearshore - in house and client web apps

May 2016 to Feb 2019 - 2 yr 9 mos, Mexico

- Managed the design research, understanding and delivery of digital products (for local and foreign clients): CMR, HR, POS, E-commerce, Accounting Administration and data dashboards.
- Implemented and defined the product research process.
- Defined the overall product improvements based on user research and market research.

### FREELANCES

#### Tipsteros

Sports predictions mobile app

2021 - Mexico

- Sport bets predictions app.
- Led from idea to mobile stores publishing.

#### Shelf

Book Community mobile app

2022 - US based client

- Led UI from scratch
- Improved UX
- Successfully delivered +60 screens for 35 flows.

#### Bit It Rain

Crypto to cash web app

2018 - Mexico

- Led from idea to web app publishing.
- Crypto web app that received ~\$500K MXN yearly in transactions.

#### Dish

Mexican Internet Provider

2021 - Mexico

- Led the UX redesign of the overall website (user and business facing).

### SIDE BUSINESS

#### Remote STR manager

2 own short term rental properties (really proud of them)

Jan 2023 to present - Oaxaca, Mexico

- Way different markets; one acquired pre-built while the other was developed from the ground up (defined concept and oversaw the construction and design process).
- Conducted thorough market research: Analyzed housing market trends, assessed property and land values while evaluating amenities.
- Made extensive interior and amenities design decisions: Managed the selection color schemes, lighting fixtures, and layout configurations to increase value
- Achieved annual profit margin of 20%. Strategizing to increase it to 25ish%.



hardcorebobbyd@me.com

+52 (1) 55 5460 4798

 [hardcorebobbyd.github.io](https://github.com/hardcorebobbyd)



México

#### Industry Knowledge

+7 years of experience as PD

Full ownership

Autonomous work

Product strategy collaboration

Triad collaboration (PM, PD & Tech)

Critical Thinking

Collaborative work

Problem Discovery

User Interface (UI)

User Experience (UX)

Wireframing

Prototyping

#### Tools & Technologies

Figma, Sketch, Invision, UX

Cam, Hotjar, Google Analytics,

Amplitude, Agile, Scrum

#### Other Skills

HTML, CSS, JS, jQuery,

advertising (art direction),

branding, visual design

#### Languages

Spanish (native)

English (C2 - proficiency)

#### Social

[www.linkedin.com/in/](https://www.linkedin.com/in/hardcorebobbyd)

[hardcorebobbyd](https://github.com/hardcorebobbyd)

#### Education

Bootcamp in Front & Back End

Dev.F.

2015 - Mexico

Portfolio Program in Art

Direction @ Miami Ad School

2012 to 2014 - Mexico and Germany

Bachelor's in Communication

CUC

2008 to 2011 - Mexico