

Mariana Capilla

Senior Product Designer | UX Strategy | Design Systems



Mexico City, Mexico



mariana-ce@outlook.com



in/mariana-capilla



marianacapilla.com

SUMMARY

Senior Product Designer with a background in UX Research, Product Design and Design Systems, specializing in complex enterprise platforms and fintech products. Experienced in leading end-to-end design initiatives, aligning business goals with user needs, and collaborating across Product, Engineering and Executive teams to deliver scalable digital experiences.

EXPERIENCE

Payrillium

VP of UX Design & Graphics

Remote • July 2024 – Present

- Led UX strategy for Android POS products, transforming complex business requirements into scalable user experiences.
- Collaborated with Product, Engineering and QA teams to deliver enterprise payment solutions from discovery through implementation.
- Built reusable Design Systems using Atomic Design, Variables and Design Tokens to improve product consistency and development efficiency.
- Simplified payment, reporting and merchant workflows while balancing user needs, technical constraints and business goals.
- Produced high-fidelity prototypes, design documentation and developer-ready specifications in Figma.
- Supported product launches through UX leadership, stakeholder alignment and visual communication.

Universidad Iberoamericana

UX Designer

Mexico City • January 2023 – July 2023

- Led the redesign of the university admissions platform.
- Collaborated with cross-functional stakeholders to define digital requirements.
- Improved navigation structures and user flows.
- Designed CRM experiences using Salesforce Marketing Cloud.

AM Consultora

UX Researcher

Mexico City • March 2019 – March 2021

- Planned and executed UX Research studies.
- Moderated interviews, focus groups and usability sessions.
- Synthesized qualitative insights into actionable design recommendations.
- Presented research findings to stakeholders.

EDUCATION

Bachelor's Degree in Graphic Design — Universidad del Valle de México (2014–2018)

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera (2021)

SKILLS

Product Strategy • UX Strategy • Design Systems • User Research • Interaction Design • Information Architecture • Usability Testing
Stakeholder Management • Cross-functional Collaboration

TOOLS

Figma • FigJam • Photoshop • Illustrator • InDesign • After Effects • Basic HTML • Basic CSS

LANGUAGES

- Spanish: Native
- English: Professional Working Proficiency