Luis Alberto Carmona Tirador

Senior Product Designer | UX/UI & Product Strategy

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/ PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years shaping B2B and B2C products in fintech, retail, eCommerce, logistics, and media. Leads discovery, research, UX/UI, interaction design, prototyping, experimentation, and design systems. Worked on experiences serving 4.1M monthly active users.

/ CORE COMPETENCIES & METODOLOGIES

Product Discovery
UX/UI Design
User Research
Interaction Design
Prototyping
Service Design
Design Systems
Digital Transformation
AI-assisted Design
Product management
Design thinking

/ EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Digital Design
Universidad Tecnológica de México
Product Management Certification
Kurios
Diploma in Business, Innovation & Creativity
Centro
Product Design
Interaction Design Foundation
User Experience with Interactive Systems
ITAM

/ TOOLS

Figma
Adobe Creative Suite
Maze
Mixpanel
Hotjar
Jira
Confluence
ChatGPT
Claude
Gemini

/ EXPERIENCE

Senior Product Design Manager
Spin by OXXO (FEMSA)
2025 – Present

Lead UX/UI and product design strategy for Spin's Benefits & Engagement ecosystem across its fintech platform and OXXO stores nationwide, serving 4.1M monthly active users.
Design gamification and loyalty experiences to improve activation, transaction frequency, retention, and cross-channel engagement. Partner with Product, Growth, Data, and Engineering to take initiatives from user research and UI design through A/B testing, implementation, and optimization, creating reusable components that scale across fintech and retail.

Product Design Lead
Walmart Mexico & Central America
2017 – 2025
Led Product Design and UX/UI for POS and Self-Checkout products, guiding discovery, design, and nationwide rollout. Partnered with Product, Technology, Data, Delivery, and Operations to identify customer and associate friction and turn insights into scalable solutions. Designed a logistics platform connecting eCommerce with physical supply chains, generating approximately $3.5M USD in annual ROI, and co-created an internal CRM supporting a $200M+ USD annual revenue stream. Collaborated with executive and international teams on product vision, roadmaps, and delivery across multiple markets.

UX/UI Designer
Walmart International eCommerce
2015 – 2017

Created UX and visual design solutions for Walmart.com digital platforms. Developed email marketing design strategies that increased open and conversion rates by 22%.
Designed conversion-focused campaigns for Black Friday, Hot Sale, and El Buen Fin during high-traffic retail periods.