



# Marlon Rabago

## Senior Product Designer

Design Lead and UI/UX Engineer with 13+ years of experience designing and scaling user-centered software products. I combine high-level systems thinking, sharp creative judgment, and hands-on execution to solve complex business and user problems. I'm particularly strong at seeing the full picture—balancing user needs, business goals, and technical constraints, and translating design theory into practical, production-ready solutions. My work consistently results in intuitive, efficient experiences that align strategy, design, and delivery.

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## Experience & Education Timeline

### UI/UX Design Lead

LoanPro

June 15, 2020 – CURRENT

REMOTE (Headquarters in Utah).



### Senior UI/UX Designer

3Pillar Global (formerly Tiempo Development)

February 27, 2012 to June 2020

Hermosillo, Sonora.



### Multimedia Manager

CI3: Smart Communication

January 24, 2011 – February 15, 2012.

Guadalajara, Jalisco.



### Video editor & Graphic designer

Fashion Studio

May 2006 – July 2009

Cd. Obregon, Sonora.



### English Certificate

International Language Schools of Canada (ILSC)

September 2004 - April 2005

Vancouver, Canada.



### Career: Multimedia Production

Universidad La Salle Noroeste (ULSA)

May 2005 - May 2010

Cd. Obregon, Sonora.

Graduated with Honorable mention.



## Tools & Technical Skills



Sketch is my primary day-to-day design tool. I have experience working with Sketch and InVision and can quickly adapt to any design or prototyping platform. I'm familiar with user research and user testing methodologies and have advanced proficiency in Adobe Creative Cloud. I have a solid understanding of front-end fundamentals, with intermediate knowledge of HTML5 and CSS3. I also have a strong foundation in graphic design, video editing, marketing, as well as basic backend familiarity, and IA and social media knowledge.

## Current job profile

Lead Product Designer driving end-to-end design for a complex SaaS platform, translating business vision and user needs into scalable, user-centered solutions.

- Led the UI/UX design team, setting design direction, quality standards, and best practices across the product.
- Planned and executed a full application rebrand, delivered through a phased implementation strategy aligned with business priorities and development timelines.
- Continuously aligned the product UI with the core brand identity defined by Marketing, ensuring consistency across product, marketing, and communication surfaces.
- Designed, maintained, and evolved the Design System, including components, patterns, guidelines, and documentation to support scalability and consistency.
- Led the ongoing implementation of new sections, feature redesigns, and enhancements, ensuring alignment with the Design System while iterating and refining it as product needs evolved.
- Defined user requirements, interaction models, and behaviors for complex, data-heavy workflows.
- Translated complex systems and business logic into intuitive, human-centered experiences through critical thinking and iteration.
- Designed and shipped core product experiences through workflows, wireframes, high-fidelity mockups, and interactive prototypes.
- Redesigned key product areas, significantly improving usability, clarity, and overall user experience.
- Partnered closely with engineers, product managers, and business stakeholders to balance user needs, technical constraints, and business requirements.
- Used qualitative and quantitative user research to inform design decisions and validate solutions.
- Authored detailed UI specifications and documentation to ensure accurate and consistent implementation from design through deployment.
- Established and maintained reusable components and visual standards to ensure cohesion across the product.
- Supported product initiatives with visual, graphic, and media assets aligned with brand and product goals.
- Continuously evaluated UX performance, identified friction points, and delivered design solutions that balanced user value and business impact.
- Stayed current with UI/UX trends, accessibility standards, and industry best practices.

## Languages

- Spanish Native.
- English Fluent.
- Portuguese Basic.

## Repositories

- GIT
- Dropbox
- Google Drive
- Bitbucket

## Agile

- Scrum, CMMI, TQS (Tiempo Quality System)
- Jira, LeanKit Kanban, Trello, Azure DevOps, Phabricator, Asana, Monday.
- Self Organized