



Marlon Rabago

Senior Product Designer · UI/UX Lead

Senior Product Designer and UI/UX Lead with 14+ years of experience designing scalable, user-centered software products for complex SaaS platforms. I bring a rare combination of design system expertise, systems thinking, and hands-on technical fluency – including HTML, CSS, and AI-powered design workflows – that bridges the gap between design and engineering. Proven track record in enterprise fintech, including leading a full product rebrand and design system that enabled strategic partnerships. I thrive in remote-first, cross-functional environments and consistently deliver experiences that balance user needs, business goals, and technical constraints.

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📅 Nov 27, 1985

❤ Married

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Core competencies



- Product Design & UX Strategy
- Design Systems Architecture
- Interaction Design & Prototyping
- Component Documentation
- Figma (Dev Mode, Code Connect)
- HTML, CSS & Front-end Fundamentals
- AI-Assisted Design (Claude, ChatGPT)
- Adobe Creative Cloud
- Cross-functional Collaboration
- Agile / Scrum Workflows
- User Research & Usability Testing
- Responsive & Accessible Design

Experience & Education Timeline

UI/UX Design Lead / Senior Product Designer

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.



Current job profile

Lead end-to-end product design for a complex enterprise fintech SaaS platform, owning the full design system and driving UX across the entire product suite.

- Architected and scaled LoanPro's design system from the ground up — covering components, tokens, patterns, and documentation enabling consistent, production-ready output across a distributed design and engineering team.
- Led a full product rebrand and redesigned 14 core product areas, resulting in improved usability, a stronger brand identity, and a strategic partnership with Visa.
- Defined user requirements, interaction models, and behaviors for complex, data-heavy financial workflows used by enterprise clients.
- Translated complex business and compliance logic into intuitive, human-centered experiences through rapid iteration and close collaboration with product and engineering.
- Shipped high-fidelity prototypes, wireframes, and UI specifications that served as the single source of truth for engineering handoffs.
- Pioneered AI-assisted design workflows using Claude and ChatGPT to accelerate ideation, documentation, and design-to-code output, significantly reducing iteration cycles.
- Set design direction, quality standards, and best practices across the product — mentoring designers and establishing scalable processes.
- Partnered with engineering, product managers, and business stakeholders to ensure design solutions aligned with technical constraints and business priorities.
- Stayed current with enterprise UX trends, WCAG accessibility standards, and industry best practices to continuously elevate product quality.

Prior Experience

- Designed end-to-end product experiences for multiple client-facing applications across diverse industries, from concept through high-fidelity delivery.
- Collaborated closely with distributed, cross-functional teams in an Agile/Scrum environment, consistently delivering on tight timelines.
- Developed wireframes, interactive prototypes, and UI specifications for web and mobile platforms using Sketch, InVision, and Adobe Creative Cloud.
- Conducted user research, usability testing, and stakeholder interviews to inform and validate design decisions.
- Contributed to internal design system initiatives, establishing component libraries and reusable patterns to improve team efficiency.
- Proven track record in full brand rebranding, from concept development to consistent visual execution across all touchpoints.
- Experience managing and executing lead generation marketing campaigns, with a focus on performance metrics, analysis, and continuous optimization.
- Solid background in graphic design, with a focus on effective visual communication, branding, and digital assets.
- Freelance experience building websites through front-end layout (HTML/CSS), ensuring high-quality visuals, responsive design, and user experience (no backend or logic implementation).
- Extensive experience in video editing, including visual storytelling, pacing, and optimization for different formats (social media, marketing campaigns, etc.).

Tools & Technology

- **Design & Prototyping:** Figma (Dev Mode, Code Connect, Variables), Adobe Creative Cloud, InVision
- **AI Tools:** Claude (Anthropic), ChatGPT (OpenAI), AI-assisted design workflows and documentation
- **Front-end:** HTML5, CSS3, Responsive Web Design fundamentals
- **Collaboration & Delivery:** Jira, Monday.com, Asana, Trello, Azure DevOps, Git, Bitbucket, Dropbox, Google Drive
- **Methodologies:** Agile, Scrum, CMMI, Design Thinking, Atomic Design

Languages

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