

Maria Fernanda Jasso Rubi

WA: 442-790-8241

mail: maryferidesign@gmail.com

Page: maryferidesign.com

Education

Industrial Design - **ITESM (Qro, México)**

Product Design - **RMIT (Melbourne, Australia)**

Work Experience

Lead UX Designer - Mtech Systems - Jan 2020 - Today

Progressed from Junior to Lead UX Designer in a fast-paced, engineering-driven environment. Built and scaled the UX practice from the ground up, creating a design culture within a traditionally technical organization. | Built and now lead a cross-functional UX team, establishing workflows, mentorship, and collaboration models. | Designed and standardized the company **design system** across 8+ complex web and mobile applications, including usage rules and audit processes. | Led end-to-end UX and UI processes. | Collaborated with product, development, and leadership to deliver intuitive tools for users ranging from farmers to executives. | Integrated AI into team workflows, creating internal tools and agents that improved documentation access and component usage. | Contributed to sales and customer success by building prototypes and presenting at industry events and client meetings.

UI / UX Designer - collok.io 2019 & 2021(Freelance)

Led design efforts for a hiring platform, working across both desktop and mobile experiences as the sole designer. | Designed and implemented the **design system**, collaborating with developers to translate components into scalable code. | Conducted user research and process mapping for both **recruiters** and **applicants**, delivering insight driven flows for dual sided hiring journeys. | Redesigned the platform's web experience in 2019 and returned in 2021 to lead the design of the **mobile app**, ensuring consistency across platforms.

Industrial Designer Sr. - Steamzie 2018 (Freelance)

Led user research and product design for a U.S.-based wellness startup focused on sensory and steaming drinkware. | Conducted full UX research cycle, including user interviews, journeys, personas, and benchmarking. | Designed interactive **steaming cup concepts** to encourage relaxation and tactile engagement, later evolving the design into customizable sleeves for better usability and cost-effectiveness. | Created design documentation, 3D models, and high-fidelity renders to support production and investor presentations.

UI / UX Designer (intern) - General Electric Aviation 2018

Led UX design for multiple international tools aimed at improving daily operations for on-site aviation workers. | **Reduced a 3-hour process to 3 - 8 minutes** through targeted user research and interface redesign. | Served as **lead designer on 3 global projects**, collaborating with cross-functional teams in high-stakes environments. | Recognized with **3 GE Impact Awards** for excellence in design and user experience outcomes.

Industrial Designer - JanWay 2019 (Freelance)

Designed ergonomic and user-friendly janitorial equipment to extend water cleanliness and improve work efficiency. | Translated the owner's innovation into an accessible, cost-effective product that enhanced daily operations for janitors. | Focused on ergonomics, usability, and subtle user experience elements to make the tools easier and more enjoyable to use. Balanced functional requirements with production feasibility to ensure durability and affordability.

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Industrial Designer - Monarca Aluminios 2017 (Freelance)

Designed a unified packaging solution for the company's three signature pans in different sizes, optimizing usability across the full product journey. | Created a **single adaptable design** compatible with all three pans, reducing printing and production costs. | Considered the needs of **packers** (fast, easy folding on the assembly line), **store organizers** (clear branding, hangable display, barcode placement), and **final users** (easy opening, product visibility, and clear information). | Balanced functional efficiency with brand presence to enhance both operational workflow and customer experience.

Human Resources (intern) - BRP 2016

Supported HR initiatives with a focus on employee experience, combining graphic design skills with data-driven feedback analysis. | Collected, organized, and evaluated employee feedback, identifying actionable insights and discarding non-viable suggestions. | Analyzed comments to uncover underlying needs, producing detailed reports with recommendations on addressing concerns. | Designed internal visual materials to support HR communications and engagement initiatives. | Developed early experience in **user research and behavioral analysis**, laying the foundation for a UX-focused career.

Skills

Figma • Sketch • Photoshop • Illustrator • Rhino • Fusion 360 • SolidWorks • Keyshot
Hotjar • Pendo • User Testing • Journey Mapping • User Flow Design • Behavior Analysis • Usability
Audits • User Interviews • Personas • Benchmarking • A/B Testing • Design Thinking • Information
Architecture • User Journeys Design System Creation • Component Libraries • Prototyping • ChatGPT •
Copilot • AI Agent Design • Workflow Automation • HTML & CSS Foundations • UX Team Management •
Design Process Implementation • Stakeholder Communication

Languages

English (Fluent) • Spanish (Native)

Courses

- UI UX Design Course - General Electric
- Scrum Training - General Electric
- Psychology of Space - ITESM
- GAFE Challenge - Google Mexico
- Branding for restaurants - Domestika
- Food Creativity and Patterns - Domestika
- Lebanese food - Pinche Cocina
- Corbuse - Bread and Pasta
- Corbuse - Basic food preparation in kitchens