Maria Fernanda Jasso Rubi

Phone: +52 4425206924 mail: maryferidesign@gmail.com Page: maryferidesign.com

Education

ITESM – México (2013–2019): Industrial Design
RMIT – Melbourne Australia (2017): Industrial Design

Work Experience

Speria – MTech Systems (2020 – November 2026) I Lead UX Designer

Created and lead a crossfunctional team into having a library, design system and stablished workflows with the rest of the departments. Designed and standarized the design system across 8+ applications. Design complex applications that involve 30+ user types and complex flows. Improve the adaptability of 80% of the clients we have from the previous application to a new system. Contributed to customer success by building prototypes, performing interviews and presented at industry events and client meetings. Web and Mobile applications. SaaS and Complex applications.

collok.io – (2019–2020) Freelance / Consultor I UI UX Principal Designer

Led design for a hiring platform across desktop and mobile apps. Created the design system. Collaborated with developers to translate components into scalable code. Conducted user research and process mapping for recruiters and applicants delivering insight flows for dual sided hiring journeys.

Stimmzie (2018) Freelance / Consultor I Principal User Experience / Industrial Designer

Led user research and roduct design for a wellness startup focused on sensory and stimming drinkware. Conducted research to generate interviews, journey mapping and personas. Designed interactive stimming cup concepts to encourage tactile engagement. Created design documentation, 3d models and high fidelity renders.

JanWay (2019) Freelance / Consultor I Principal Industrial Designer

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. Focus on ergonomics, usability, and subtle user experience elements to make the tools easier and more enjoyable to use.

General Electric Aviation (2018) I UI UX Designer

Led Ux design for multiple international complex flow apps for aviation workers. Reduced a 3 hour process to 3-8 min. 3 GE impact awards for excellence in design and user experience outcomes.

Monarca Alumnios (2017) Freelance / Consultor I Principal Industrial Designer

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. Considering 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.

BRP (2016) Human Resources (intern)

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.

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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. a unified packaging solution for the company's three signature pans in different sizes, optimizing usability across the full product journey.

Skills

Figma I Sketch I Photoshop I Illustrator I Hotjar I Pendo I Bolt I Rhino I Fusion 360 I SolidWorks I Keyshot I User Journey Maps I User Testing I User Flow I Behavior Analysis I Service Design I Usability Audits I A/B Testing I Design Systems I Libraries I Prototyping I Copilot I html & css I Team Management I Mobile Design I Web Design I Leadership I Project Management I SaaS I Complex Flows

Languages

- English (Fluent)
- Spanish (Native)

Courses

- UI UX Design - General Electric
- Scrum Master - General Electric
- Psycology of Space - ITESM
- PAIR BOOK - Google
- Google AI Studio
- Branding for restaurants - Domestika
- Food Creativity and Patterns - Domestika
- Lebanese food - Pinche Cocina
- Corbuse - Bread & Pasta
- Corbuse - Food preparation in Kitchens