

Jonathan Coutiño

Senior Product Designer | UX/UI

Mexico City, Mexico | +52 9991115702 | ralts00@gmail.com

jonathancoutino.com

PROFILE

Senior Product Designer with UX/UI experience since 2013, specializing in fintech, mobile banking and B2B tools. I design and validate financial workflows, build design systems and collaborate with Product and Engineering through implementation. Experienced in leading design teams and developing web interfaces.

PROFESSIONAL EXPERIENCE

Bax | Sr UX/UI Designer

July 2025 - August 2026

- Redesigned Mexas Wallet v2 and supported its implementation. The wallet serves employees of companies using Bax; the redesign drew on user needs, product evaluation and market analysis.
- Designed crypto workflows for non-specialist users using familiar digital banking patterns. Tested card use, crypto transfers and MexTag payments with end users, who provided positive usability feedback.
- Built a Figma design system with components, variants, tokens and documentation, enabling consistent light/dark interfaces and supporting Engineering implementation.
- Designed SPEI bank transfers, MexTag payments and savings features released to production, plus workflows for Olimpo, a back-office platform under development; presented solutions with Product and Engineering.

Kueski | Creative Technologist

2024 - 2025

- Designed and developed landing pages for kueski.com and kueskipay.com, from Figma to publication in Webflow, in collaboration with Marketing.
- Automated merchant and promotion updates by connecting Excel tables with APIs used by the app, reducing manual data entry in Webflow.
- Extended Webflow through custom code and integrations for merchant pages; integrated Salesforce, analytics and session-tracking tools.

Bayonet | Product Designer & Service Designer

2022 - August 2023

- Led two designers in an incremental redesign of the fraud dashboard, conducting research directly with enterprise clients.
- Redesigned fraud-rule creation as a guided workflow. Data Science reported approximately 30% more rules created three months after implementation.
- Designed rule editing, drafts and testing against historical data before activation. We observed greater client autonomy and fewer support requests for rule creation.

Santander | UX Design Lead

2021 - 2022

- Led two senior UX designers on Santander Pyme and selected Santander Móvil features, reviewing solutions and presenting proposals to stakeholders.
- Guided the design and validation of payroll-payment prototypes with recipient groups, payment review, PIN authorization and confirmation. Proposals remained pending implementation.
- Coordinated prototypes and iterations with Research, and oversaw design-system components and documentation in Zeroheight.

ZeBrands | UX Manager / UX Chapter Lead

2019 - 2021

- Established UX/UI and handoff processes between Branding and Engineering, and managed one designer.
- Built a multi-brand design system with reusable components adaptable to different visual identities and documented for development.
- Designed and validated a tablet point-of-sale (POS) prototype with sales staff: catalog navigation, account switching and cross-channel purchase continuity. The POS was not released to production.
- Partnered with Engineering on Luuna's website redesign and SEO improvements; quarterly reporting showed approximately 20% more website sales after the changes. Reviewed analytics and contributed visual code fixes through pull requests.

Strategy Venture Builder | Chief Design Officer

2017 - 2019

- Owned UX/UI for venture-builder startups, collaborating with development on prototypes and MVPs to validate business propositions.
- Redesigned Worki and created its visual identity and implemented modular design system; designed Klar's first landing page and Covela's website and insurance application flow.
- Transferred processes, documentation and design systems to startup teams to support continued product development.

Mercadoni | Lead Designer

2016 - 2017

- Led the redesign of iOS, Android and web experiences for the Mexican market through user testing; the new versions were released.
- Designed customer-shopper chat to accept product substitutions within the conversation. Owned design and managed one designer.

Lastroom / Roomino | UX/UI Designer

2013 - 2015

- Designed flows and interfaces for Lastroom's iOS and Android apps for last-minute hotel bookings, collaborating with development through launch.
- Designed the conversational experience for Roomino, a travel chatbot launched on Slack, including itineraries, bookings, the bot character and visual identity.

SKILLS

Product design: web and mobile UX/UI, user flows, prototyping, interviews, usability testing and design systems.

Methods and ways of working: Design Thinking, Design Sprint, Agile, Scrum and Kanban.

Tools: Figma, Miro, Webflow, Jira, ClickUp and Trello.

Development and collaboration: HTML, CSS, JavaScript, Tailwind CSS and handoff documentation.

EDUCATION

Bachelor's Degree in Graphic Design

Universidad Modelo | 2008 - 2012

COMMUNITY

DribbbleMX community leader.