



IÑIGO ZEPEDA

UX Designer & AI Educator

inigoart.com

linkedin.com/in/inigozepeda

contacto.inigozepeda@gmail.com

+52 55 2145 4384

Passionate about creating impactful solutions that solve real problems, taking ideas from concept to results through the design cycle. AI Educator & tech enthusiast.

Work experience

Product Designer at Ipcom.ai

Mexico • March 2026 - Current

- Led the redesign of two B2B communications platforms, redefining workflows used by 30+ clients.
- Turned insights from clients and commercial team into product decisions, improving task flows, validated through user testing.
- Created the design system and an AI-driven design-to-code strategy, reducing prototyping time by 80% and streamlining development through direct code handoffs.

Product Designer at Puffer Finance

Remote • August 2024 - March 2026

- Designed investment platforms for retail and institutions investors, building user confidence and contributing to \$1.5B TVL growth.
- Created a design system, streamlining development workflows and ensured consistency across products.

UX Designer at Oracle

Mexico • June 2023 - August 2024

- Created Redwood Design System components used across Oracle teams, prioritizing accessibility and responsive interaction patterns.
- Collaborated with PM,s designers, and developers for alignment and ship production-ready documentation.

Cofounder & Designer of Qarta Online

Mexico • June 2020 - June 2023

- Identified pain points in existing QR menus through research and interviews, leading to the creation of a digital menus platform adopted by 150+ restaurants.
- Featured on El Financiero Bloomberg and El Economista.

People Skills

- Empathetic & open-minded team worker • Creative while working under pressure • Effective time management • Active listener & continuous learner

Languages

Spanish and English - Native; French - Intermediate; German - Beginner

Volunteering & Hackathons

Mexico Tech Week 2026

August 2026 - October 2026

- Designing the events page experience and product landing pages with AI-assisted prototyping.
- Created DESIGN.md to establish visual foundations and design patterns across our products.

Estée Lauder Accessible Beauty

March 2023

- Designed an inclusive-in store shopping assistant for customers with mobility and visual impairments, earning honorable mention.
- Lead UX process from research and ideation to prototype testing with the disability community.

Polkadot: First Place Winner

July 2022

- Designed a Web3 bridge and transactions explorer.
- Built frontend with React, and collaborated with backend developers for a seamless integration.
- First place in the UI and Experiences track.

Education & Achievements

BSc Computer Science

ITESM Tecnológico de Monterrey

August 2019 – May 2023

Google UX Design Professional Certificate

March 2025

Skills

Design

User research • interaction design • wireframing • prototyping • information architecture • accessibility • user flow • usability testing • motion • graphic design

Software

Figma • Claude Code • Cursor • Codex • Figma MCP • Github • Photoshop • After Effects • HTML • CSS • Javascript • React • Next.js • MySQL • Jira • Miro