

Luis Ángel González Montes de Oca

Senior Designer

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Portfolio

Top Skills

UX / UI Design

User Research

Wireframing

Information Architecture

Branding

B2B & Tech

MKT Assets

Digital Asset Library

MKT Production

Prototyping

Figma

Jira

Agile Methodologies

Scrum Master

Leadership

Handoff

Illustrator

Packaging Design

Photoshop

After Effects

Workflow Automation

Premier

Filmora

Video Edition

Professional Profile

UX/UI Designer, Packaging Engineer & Brand Production Designer with 15+ years of experience creating seamless digital and physical experiences. I combine user-centered thinking with strong visual design, branding execution, and cross-functional collaboration to deliver high-quality marketing assets, scalable design systems, and on-brand materials across digital, print, and product channels. My background blending UX, packaging, and brand production allows me to approach projects strategically—aligning design, usability, and business objectives to create solutions that are both visually compelling and operationally effective.

Work Experience

Packaging Engineer & Packaging Designer

UX/UI Designer | Scrum Master

Freelance

Dec 2024 - Present

- **Packaging engineering + graphic design:** dielines/structure concepts, print-ready artwork, and realistic mockups for production.
- **Cross-functional collaborations on projects for** Cartographic, DPI, EEO, and Etiflex, ensuring manufacturability and brand consistency.
- **UX/UI + Scrum value-add:** improve information hierarchy/readability and support delivery through Agile coaching/mentoring.

Packaging Engineer / UX/UI Designer / Scrum Master

Sep 2019 - Dec 2024

NatureSweet

- **Designed and implemented UX/UI solutions** for internal digital platforms, improving data visibility and user flow efficiency across operations, quality, and logistics teams.
- Conducted **user research, journey mapping, and usability testing** to identify pain points and translate insights into intuitive, responsive interface designs.
- **Applied UX Research methodologies** — including heuristic evaluations, A/B testing, and field observations — to translate qualitative insights into actionable design decisions, increasing overall user satisfaction and adoption rates.
- **Conducted user interviews and usability sessions** with internal stakeholders and end-users to uncover pain points, validate prototypes, and guide iterative improvements across multiple digital platforms.
- Created **wireframes, prototypes, and design systems** optimized for both desktop and mobile environments, ensuring accessibility and consistency across platforms.
- **Produced and adapted on-brand marketing assets** across digital and print channels, including presentations, banners, email campaigns, and promotional materials.
- **Led all Agile ceremonies** — sprint planning, daily stand-ups, reviews, and retrospectives — ensuring team alignment, transparency, and continuous improvement.
- **Rebuilt and standardized visual templates**, improving the clarity and brand alignment of internal and external communications.
- **Trained cross-functional teams on Scrum methodology** and user-centered design principles, building a culture of iteration and experimentation.
- **Developed and optimized consumer packaging** including PET clamshells, flexible bags, bowls, and labels, focused on usability, shelf impact, and sustainability.
- **Collaborated with marketing and suppliers** to align packaging aesthetics with manufacturing constraints and brand storytelling.
- **Organized and maintained digital asset libraries** used across Packaging, Marketing, and Product teams.
- **Bridged physical and digital experience design**, delivering consistent user engagement across product, process, and platform touchpoints.

Design and New Developments Manager

Sep 2012 - Sep 2019

Cartographic S.A. de C.V.

- Led the structural and graphic design of premium packaging and display boxes ("pretty cases") for national and international clients, ensuring high visual impact and manufacturability.
- Managed a multidisciplinary team of designers and technicians, providing mentorship, feedback, and guidance throughout concept, prototyping, and production stages.
- Ensured brand cohesion across physical packaging, digital assets, and in-store communication materials.
- Applied and adapted brand systems to packaging lines, displays, and promotional materials for national and international clients.

Projects

UX-Driven ERP Integration

Designed and implemented user-centered workflows within internal ERP platforms (WIM, SharePoint, SAP), improving usability and task completion speed by 30%. Enhanced cross-department collaboration through more intuitive interfaces and dashboard visualizations.

Digital Transformation & Agile Adoption

Spearheaded the adoption of Agile methodologies across multidisciplinary teams in IT and Packaging, increasing delivery efficiency by 25% and improving sprint velocity and communication through structured Scrum ceremonies.

Packaging Experience Redesign

Bridged UX principles with physical product design by developing packaging solutions that enhanced user interaction, shelf appeal, and product usability. Contributed to the successful launch of 50+ new SKUs in the U.S. market.

Cross-Functional Workflow Alignment

Established collaborative systems between Packaging, UX, and IT teams to streamline reporting and prototyping processes, reducing miscommunication and issue resolution time by 35%.

Education

Bachelor's Degree - Graphic Design

Universidad Univer

2003 - 2007

Certification

Professional Scrum Master

PMS I

2025



Training

UX / UI Design

Coursera

2022

Scrum Master by SCRUMstudy

DW Training

2023

Emotional Intelligence & Leadership

MA Capacitación

2017