



Visual Communications, Branding & UX Strategist



Connect. Comprehend. Create.

Strategist at heart, designer by experience. Over a decade working across brand identity, visual communications, and UX — from lean startup teams to enterprise-level ecosystems across LATAM and the US, always aligning design decisions with business goals and translating complexity into precise, actionable concepts.

EDUCATION

CLAUDE CERTIFICATES

Anthropic | 2026

SMART INTERFACE DESIGN PATTERNS

Smashing Magazine | 2025

CERTIFIED PROFESSIONAL UX DESIGNER

UDEMY Academy | 2017

BACHELOR DEGREE IN GRAPHIC DESIGN

Universidad Internacional | MX | 2012

CERTIFIED ON VISUAL COMMUNICATIONS

Adobe, Inc. | 2010

Strategic Self-Starter

Owens projects end-to-end: scope, timeline, delivery.

Learner by Nature

Grounds decisions in systems theory, cognitive research, and adjacent fields.

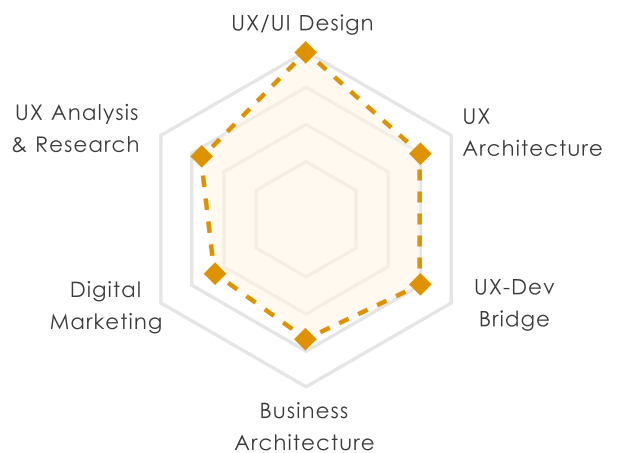
Creative Partner

Actively bridging disciplines — fostering dialogue between design, development, and business.

Agile Critical Thinker

Reframing complexity into actionable design strategy.

PROFICIENCY



GUILLELMO PÁEZ

Visual Communications, Branding & UX Strategist

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TOOLSET

Anthropic Claude

Figma

Adobe CC

GitHub

Bootstrap 4&5

Google Material Design

Apple HIG

IBM Carbon DS

Google Analytics

WalkMe

Maze | Clarity

UseBerry | CrazyEgg

Atlassian Suite

Asana | Coda | Notion

Bitrix 24 | Azure DevOps

Airtable | Notion

Miro | Visio

Archimate | Qlerify

Obsidian

SKILLSET

SaaS development

product planning

business mapping

service modeling

mixed research methods

AI-driven behavior analysis

elastic testing

lean UX & agile frameworks

multi-platform design

AI-augmented prototyping

rapid UX ideation

UX-DEV bridging

EXPERIENCE

July 2022 - Present

GLHOMES, UX Strategist Florida, US (Remote)

Part of a lean UX team guiding AI-Assisted Waterfall-to-Agile transformation, alongside Software Architects and SCRUM Masters.

Expanding expertise in UX Architecture, Research, and Strategy under Domain-Driven Design and Enterprise Architecture Mapping.

August 2021 - May 2022

AANTSolutions, UX & Visual Designer CDMX, MX (Remote)

Managed a diverse portfolio of digital products across proprietary and third-party brands, coordinating directly with C-Level executives on brand strategy.

A defining role to develop hybrid design/strategy profile, bridging creative execution with business vision in a fast-paced startup environment.

May 2019 - May 2021

Palace Resorts, UX Designer & Researcher Cancún, MX (Hybrid)

Designed UX/UI across complex web ecosystems, applying User-Centered Design, and Design Thinking for LATAM's leading resort brand.

Leveraged research and strategy to craft intuitive navigation flows and interactions within Agile/SCRUM and Material Design 2 frameworks.

July 2018 - March 2019

The BGO, Web & Visual Designer Texas, US (Remote)

Delivered graphic design, illustration, and brand voice for a Texas-based insurance holding, driving high-impact marketing campaigns with a lean team.

Pitched and led initiatives aligned with C-Level growth strategy, earning trust as a versatile, multirole creative partner.

February 2017 - February 2018

esbrillante, Web & Visual Designer Cuernavaca, MX (Remote)

Drove digital advertising and e-commerce solutions for startups, blending graphic design, community management, and ghostwriting.

Sharpened UI/UX and Organic SEO skills in a fast-paced environment, adapting creatively across diverse projects.

March 2016 - March 2017

CIFE, Web & Content Designer Cuernavaca, MX (Hybrid)

Turned complex research input into sharp visual concepts across e-books, web resources, and brand assets.

Partnered with multidisciplinary teams — educators, psychologists, IT engineers — to deliver impactful e-learning solutions.