

Eliot Nieto

Senior User Experience Designer

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PROFESSIONAL PROFILE

Senior Product and UX Designer with 13+ years across digital design and web delivery, including 8+ years leading senior-level UX work for global and regulated products. Experienced in end-to-end product discovery and design, accessibility, design systems, stakeholder facilitation, native mobile experiences, and complex cross-functional delivery. Has coordinated priorities across four product teams and approximately 40 contributors, modernized approximately 15 legacy insurance servicing flows, and led global event and promotion experiences across NAM, LATAM, EMEA, and APAC. Additional technical foundation in front-end and web development strengthens feasibility conversations, streamlines developer handoff, and ensures implementation quality.

CORE EXPERTISE

Product & UX Product Design • UX Strategy • Discovery • Requirements Gathering • User Research • Stakeholder Interviews • Usability Testing • Interaction Design • Information Architecture	Leadership & Delivery Cross-Functional Leadership • Functional Design Leadership • PI Planning • Agile/SAFe • Dependency Management • Risk & Blocker Resolution • Workshops • Developer Handoff	Accessibility & Systems WCAG 2.2 • Inclusive Design • Design Systems • Component Architecture • Legacy Modernization • Regulated Experiences • Responsive Design
Tools Figma • Sketch • UserZoom • Adobe Creative Suite • WordPress • Google Analytics	Technical HTML5 • CSS3 • SCSS • JavaScript • Bootstrap • PHP • SQL • SEO • Web Performance	Platforms Native iOS/Android UX • Enterprise Web • E-commerce • Insurance • Corporate Events • Automotive Digital Ecosystems

PROFESSIONAL EXPERIENCE

Senior UX Designer HCLTech - Client: USAA <i>Consulting assignment supporting USAA's Auto & Home Insurance organization.</i> - Redesigned approximately 15 legacy user flows across Auto, Homeowners, and Renters Insurance, including policy benefit updates, interstate and international vehicle moves, and disaster-protection services. - Modernized complex policy-servicing journeys to align with current brand standards and WCAG 2.2, progressing delivered experiences through USAA's internal foundation reviews for accessibility compliance. - Evaluated obsolete or incompatible interface components and proposed accessible replacement patterns while balancing user needs with legal, business, and technical constraints. - Translated highly regulated insurance requirements into clearer user journeys, interaction patterns, and high-fidelity design solutions ready for cross-functional review and implementation.	Oct 2024 – Apr 2026
Senior UX Design Consultant Dalton - Performed usability and accessibility audits across the automotive group's brand websites, identifying issues affecting navigation, engagement, product discovery, and the digital vehicle research and purchase journey. - Evaluated site architecture, SEO, and usability signals and collaborated with SEO partners to prioritize structural and content improvements across the multi-site ecosystem. - Leveraged previous Dalton account knowledge from Brandhouse to accelerate discovery and deliver actionable recommendations within a three-month contract.	Jul 2024 – Sep 2024
Senior UX Designer Herbalife - Led end-to-end UX initiatives for global Events and Promotions experiences deployed across NAM, LATAM, EMEA, and APAC, from requirements gathering and stakeholder interviews, wireframes, high fidelity prototypes, usability testing, delivery, and results presentations. - Identified and independently initiated the redesign of a global Events & Promotions Progress Tracker after uncovering recurring user confusion, obsolete screens, and multiple support requests; aligned regional stakeholders and secured development priority. - Designed a native iOS and Android corporate event registration system with offline capabilities to support check-in, attendance tracking, and giveaway distribution at venues with limited connectivity. - Created 5 reusable promotional-page templates for Umbraco and custom .NET/React product environments, improving consistency and accelerating regional campaigns delivery time and reducing development efforts. - Delivered UX designs supporting approximately 40 regional events and promotions plus 5 corporate events annually, including Honors and Extravaganza. - Coordinated PI Plannings for UX team, design priorities, dependencies, blockers, risks, and delivery follow-up across 4 product teams and approximately 40 cross-functional contributors for about 4 years.	Feb 2018 – May 2024

- Served as the functional design lead for more than 2 years, allocating work across 2 additional design contributors while maintaining delivery ownership and design-system consistency.
- Partnered closely with Product Owners, engineers, stakeholders, and business teams; maintaining a holistic product mindset to anticipate cross-team dependencies and prevent implementation conflicts.

EARLIER EXPERIENCE

Independent Web Designer & Developer | Selected Freelance Projects 2019 – 2024 (Concurrent)

- Coordinated responsive web and WordPress projects from initial brief, information architecture through UI design, implementation, optimization, and post-launch support.
- Delivered responsive, performance-optimized, and SEO-aligned web solutions for corporate sites and landing pages, featuring custom UI designs, micro-animations, and WordPress development.

Web Project Manager | Brandhouse Marketing Sep 2016 - Feb 2018

- Managed the end-to-end lifecycle of microsites, landing pages, and corporate websites from client briefs and information architecture through UI execution and launch.
- Coordinated design and development deliverables across client accounts, including Dalton, while meeting visual cohesion, user requirements, timelines, and stakeholder expectations.
- Optimized websites performance and SEO, using Google Analytics insights to drive iterative design and content improvements.

Web & Graphic Designer | Ennovations Technologies & Marketing Mar 2015 - Feb 2016

- Designed and developed responsive WordPress experiences using CSS, JavaScript, Bootstrap, and PHP.
- Created brand identities, visual guidelines, and integrated marketing materials for client projects.
- Coordinated legal-document digitization projects involving indexing and OCR workflows.

Web & Graphic Designer | SWSMexico Feb 2013 - Mar 2015

- Designed WordPress corporate websites and custom responsive themes for local and national companies.
- Developed dynamic web custom made solutions using CSS, JavaScript, Bootstrap, PHP, SQL, and AJAX.
- Delivered end-user training, troubleshooting, and technical support to promote long-term adoption and project success.

SELECTED PROJECTS & IMPACT

Global Events & Promotions Progress Tracker - Herbalife

A global design system and content standardization personal initiative to simplify progress tracking for independent distributors. Coordinated stakeholders across regions, unified requirements, led progress discussions, and received positive feedback that the redesigned experience was clearer and more useful.

Auto & Home Insurance Legacy Modernization - USAA

Modernized approximately 15 legacy servicing flows across auto and home insurance while balancing WCAG 2.2, brand standards, legal requirements, technical feasibility, and replacement of obsolete UI components.

Corporate Event Registration - Herbalife

Designed native iOS and Android registration flows with offline functionality for event environments with unstable connectivity, supporting check-in, attendance tracking, and giveaway distribution.

Reusable Promotion Templates - Herbalife

Designed five reusable templates for Umbraco and custom .NET/React environments to standardize and accelerate regional promotional-page delivery.

EDUCATION

Computer Systems Engineering | Instituto Tecnológico de Matehuala | 2006 - 2011

Specialization: Global Area Networks

CERTIFICATIONS & CONTINUING EDUCATION

- WCAG Compliance: Web Accessibility Best Practices - Coursera | Aug 2026
- Google AI Essentials - Google | Mar 2026
- Design for Adaptability: Component-Driven Information Architecture - Interaction Design Foundation | Apr 2024
- Accessible and Inclusive Design Patterns - Interaction Design Foundation | Mar 2024
- UserZoom Advanced Certification - UserTesting | Dec 2022
- UserZoom Platform Essentials - UserZoom | Nov 2022
- UX Writing: How to Use Words as a Design Power Tool - Interaction Design Foundation | Jul 2021
- Web Design for Usability - Interaction Design Foundation | Apr 2021
- How to Use Color Theory to Enhance Your Designs - Interaction Design Foundation | Mar 2021

LANGUAGES

Spanish - Native | English - B2 Upper Intermediate