Hector Gargantua

Senior Designer | Brand, Web & Product Design

Mexico City, Mexico | +52 55 2729 1769 | i.heal13@gmail.com | hectorgargantua.com | linkedin.com/in/hector-gargantua

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Professional Summary

Multidisciplinary designer working across visual design, responsive websites, digital products, and brand systems, with experience at Kueski and Conekta. I translate complex information into clear interfaces and consistent visual experiences, collaborating with Marketing, Product, and Engineering from exploration through implementation. My practice combines visual craft, interaction design, reusable design patterns, prototyping, and AI-assisted workflows.

Professional Experience

Senior Web Designer III | August 2024 - Present
Kueski, Mexico City, Mexico www.kueski.com
Design and optimize web experiences within Kueski's Studio team, connecting brand expression, usability, and business goals.

- Reduced website bounce rate from 52% to 35% within three months through improvements to UX, visual design, and information architecture.
- Designed landing pages and campaign experiences for product launches, seasonal campaigns, and strategic business initiatives.
- Built reusable web templates and design patterns to support consistent content production across the website.
- Partnered with Marketing, Product, and Engineering through design exploration, reviews, implementation, and quality assurance.
- Used AI-assisted workflows for ideation, visual exploration, and content creation while maintaining brand consistency.

Visual Product Designer | March 2023 - August 2024
Conekta, Mexico City, Mexico www.conekta.com
Designed payment and onboarding experiences in collaboration with product managers and engineers, balancing customer needs, business priorities, and technical constraints.

- Reduced enterprise onboarding time by 20% by simplifying user flows and refining critical product interactions.
- Designed product experiences to support card activation and customer engagement.
- Led UX research, prototyping, and iterative design to evaluate solutions before implementation.
- Collaborated with Product and Engineering to prioritize improvements and refine payment experiences.

Senior Visual Designer | June 2019 - April 2023
Conekta, Mexico City, Mexico www.conekta.com

Developed visual design across brand, marketing, and product communications, supporting Conekta's rebrand and the evolution of its design foundations.

- Developed visual assets and brand guidelines to support the company's rebranding initiative.
- Contributed to Conekta's design system, helping teams apply consistent visual patterns across digital experiences.
- Designed marketing, product, and communication materials for digital and print channels.
- Partnered with Marketing, Product, and Leadership to translate business priorities into visual communication.

Art Direction Trainee | August 2017 - February 2018
Fondazione LILA Milano, Milan, Italy LILA Milano

- Developed visual concepts and communication assets for national sexual health awareness campaigns.
- Collaborated with multidisciplinary creative teams to maintain a consistent visual identity across print and digital materials.

Selected Project

Personal Portfolio & Content Editor
Independent Project | 2026
hectorgargantua.com

- Designed and launched a responsive portfolio presenting visual, brand, web, and product design case studies.
- Directed AI-assisted development of interactive experiences and a custom content editor, defining reusable components, publishing flows, and media management interactions.
- Iterated on responsive layouts, interaction feedback, accessibility, and media presentation through hands-on review and testing.

Core Skills

Visual & Brand: Visual Design, Brand Identity, Art Direction, Marketing Design
Web & Product: Responsive Web Design, UI Design, Interaction Design, Information Architecture, Prototyping, UX Research
Systems & Delivery: Design Systems, Reusable Components, Design QA, Cross-functional Collaboration, AI-assisted Design Workflows

Education & Professional Development

2026 REPENSAR | Product Design Fundamentals
2022 EBAC | UX/UI Design Course
2021 Coderhouse | UX/UI Design Program
2017 NABA (Nuova Accademia di Belle Arti) | Graphic Design & Art Direction
2014 UVM (Universidad del Valle de México) | Bachelor’s degree in Graphic Design

Recognition

2025 Kueski | Recognition for outstanding results during Buen Fin
2023 Conekta | Recognition for outstanding results during 2022

Tools

Design: Figma, Adobe Creative Cloud
Web: Webflow, HTML/CSS
AI-assisted workflows: Claude, ChatGPT, Figma Make, Midjourney, Runway

Languages

Spanish: Native | English: B2-C1