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

With 8+ years of experience across brand, web, and product design, I specialize in building scalable brand identities, conversion-focused digital experiences, and intuitive products that align user needs with business goals.
My expertise spans visual identity, creative direction, design systems, UX/UI, and web production. I combine strategic thinking, hands-on execution, team mentorship, and cross-functional collaboration to deliver measurable outcomes. I leverage research, performance insights, and AI-powered workflows to accelerate creative execution while maintaining quality, consistency, and craft.

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.
- Redesigned the website navigation, contributing to a 21% increase in users.
- 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.
- Led collaborative design initiatives and mentored multiple team members, supporting their onboarding, professional development, and alignment with design standards and workflows.

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.

- Contributed to Conekta's rebranding initiative by developing visual identity assets, brand guidelines, and scalable design foundations.
- Contributed to the evolution of Conekta's design system, improving visual consistency across digital experiences.
- Designed brand, marketing, and product communication materials across digital and print channels.
- Collaborated with Marketing, Product, and Leadership to translate business objectives into cohesive visual experiences.

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

Brand & Visual: Brand Identity, Visual Design, Creative Direction, Art Direction, Marketing Design
Web & Product: Web Design, UX/UI Design, Responsive Design, Interaction Design, Information Architecture, UX Research
Systems & Strategy: Design Systems, Creative Strategy, Conversion Optimization, Prototyping, Team Leadership & Mentorship, Cross-functional Collaboration, AI-powered 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 (Photoshop, Illustrator, After Effects), Framer, Rive
Web & Optimization: Webflow, HTML/CSS, Optibase
AI & Development: Claude, ChatGPT, Codex, Figma Make, Magic Patterns, Midjourney, Runway

Languages

Spanish: Native | English: B2-C1