



GABRIEL SALDÍVAR

Product Designer | Brand Strategist

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Languages

Spanish: Native speaker
English: Upper-Intermediate B2
French: Upper-Intermediate B2

Portfolio

www.gabrielsaldivar.com



Packages and Software

Microsoft Office / iWork: Advanced
Figma/FigJam (Auto-layout, Variants, Components): Advanced
Bootstrap Studio: Advanced
Framer: Advanced
Wordpress, Elementor: Advanced
Webflow: Advanced
Visual Studio Code: Intermediate
Adobe: Photoshop, Illustrator, InDesign, Adobe XD, AfterEffects: Advanced



PROFESSIONAL PROFILE

Product Designer with 12+ years of experience transforming business challenges into intuitive digital products, scalable web platforms, and cohesive brand ecosystems.

My career began in strategic branding and naturally evolved into UX/UI and Product Design, allowing me to combine business strategy, user experience, and visual design to create intuitive, scalable, and results-driven digital solutions.

Specialized in Figma, Design Systems, high-fidelity prototyping, responsive design, and cross-functional collaboration throughout the product development process.

Languages & Tools

HTML5: Advanced
CSS3: Advanced
Javascript: Basic
Tailwind CSS: Basic
Bootstrap: Intermediate
React: Basic
Git / GitHub: Intermediate



EXPERIENCE & SKILLS

SALDIVAR BRAND DESIGN

2012-Present

Founder | Product Designer & Brand Strategist

- Design digital products and websites from strategy through high-fidelity prototyping, defining information architecture, user flows, and interfaces that align business objectives with user needs.
- Design responsive digital experiences and build scalable Design Systems in Figma using Components, Auto Layout, and Variables, ensuring visual consistency, design efficiency, and seamless collaboration with development teams.
- Collaborate with clients and cross-functional teams to translate business requirements into intuitive digital solutions, prioritizing usability, user experience clarity, and long-term scalability throughout each project.
- Lead branding, visual identity, and digital experience projects by integrating brand strategy, art direction, and interface design to create cohesive, memorable, and results-driven products.



Soft Skills: Client Relationship Management, Business-Oriented Decision Making, Attention to Detail, Proactive Self-Management, Complex Problem Solving, Adaptability & Continuous Learning.

Hard Skills:

UI Design: Design Systems, Atomic Design, High-Fidelity Prototyping, Responsive Design, Micro-interactions.
UX Strategy: Design Thinking, Lean UX, User-Centered Design, User Flows, Wireframing.
Front-End Development: HTML5, CSS3, Tailwind CSS, Bootstrap, Webflow, Elementor. (Basic knowledge: JS, React, Git).
Visual & Brand: Brand Identity, Typography Theory, Grid Systems, Image Editing, Vector Design.
AI for Design: Gemini, Midjourney y ChatGPT
Leveraging AI tools to accelerate UI workflows, ideation, research, and asset creation.



STUDIES & COURSES

Full Stack Web Development Bootcamp

2025-2026

TripleTen. Currently enrolled

Google UX Design Professional Certificate

2024-2025

Google/Coursera. Completed.

Master's Degree in Communication & Advertising Management

2015-2016

Centro Universitario de Comunicación.

Final GPA: 9.7

Postgraduate Specialization in Branding

2014-2015

Centro Universitario de Comunicación.

Final GPA: 9.7

Graduated with Highest Academic Honors.

Bachelor's Degree in Advertising Design

2010-2014

Centro Universitario de Comunicación.

Final GPA: 9.8

Graduated with Highest Academic Honors.

Professional Photography Diploma

2008-2010

Escuela Activa de Fotografía Campus

Coyoacán-Del Valle.

Final GPA: 9.0.

Bachelor's Degree in International Business

2007-2009

Tecnológico de Monterrey Campus CCM

Completed five semesters.

