

Edvard Osnaya

Design leader with 15+ years scaling embedded UX teams and turning vendor engagements into trusted, core design partnerships across healthcare, enterprise SaaS/CRM, energy, and finance.



CONTACT

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HIGHLIGHTS

15+ yrs

Digital product design & design leadership

6 → 12

Scaled an embedded design team over a 3-yr partnership

~150 / yr

Features delivered across the client's product portfolio

EXPERTISE

- Design Leadership & Team Building
- Design Operations (DesignOps)
- UX Strategy & Design Systems
- Stakeholder & Client Management
- Account Growth & Delivery
- User Research & Usability Testing
- AI-Augmented Design
- Accessibility

TOOLS

METHODOLOGIES

Design Thinking

Lean UX

Double Diamond

Human-Centered

Atomic Design

Agile

Scrum

Kanban

FRONT - END

HTML5

CSS3

JavaScript

jQuery

Bootstrap

PHP & SQL

EDUCATION

B.A. Graphic Design

Universidad Tecnológica de México
(UNITEC)

2005 – 2009

CERTIFICATIONS

Scrum Master

International Scrum Institute
2018

Video Communication with Premiere

Adobe
2017

LANGUAGES

Spanish — Native

English — Professional

EXPERIENCE · CONTINUED

Ikusmen

JUL 2019 – OCT 2020

Lead Designer · Financial Services

- Defined design strategy for B2B/B2C web & mobile platforms, improving usability and engagement.
- Directed the end-to-end product design lifecycle and established DesignOps practices across design, dev, and product.
- Ran user research and usability testing to drive data-informed design decisions.

Core Processes

FEB 2017 – JUL 2019

Lead Designer · Energy / Oil Industry

- Led design of complex dashboards and data-driven workflows, balancing technical constraints with usability.
- Delivered clear, actionable visualizations; partnered with engineering and product to ensure feasibility and adoption.

Latam Autos

APR 2016 – FEB 2017

Design Lead, Latin America · Online Car Marketplace

- Directed marketing design strategy across LATAM (digital and print) and designed customer loyalty programs.
- Provided creative leadership ensuring brand consistency and high-impact visual design.

EARLIER EXPERIENCE · 2011 – 2016

Web & Multimedia Designer roles at **Grupo Arión**, **El Universal**, **Eslógico**, **Vitamedix**, and **Paxzu** — web design, front-end development (HTML/CSS/JS, WordPress), motion graphics, and UI design across IT, media, advertising, and pharmaceutical industries.