

Ulises Arvizu González

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UX Design | Product Design | Leadership | Mentor | Design Systems | Human-Centered AI | Interaction Design | Visual Design | Accessibility & Inclusive Design | Agile

PROFILE

More than a decade of experience in digital product design at the intersection of design systems, interaction, and AI UX — helping enterprise organizations build scalable, coherent experiences that work consistently across complex product ecosystems.

Proven experience as a Manager leading distributed design teams: mentorship, design reviews, 1-on-1s, and roadmap alignment across product, design, and engineering, building sustainable design culture and cross-functional collaboration.

As a Principal Designer, I've defined interaction standards, component design, AI UX patterns, and governance documentation that ensures consistency, accessibility, and adoption across cross-functional teams.

I make design decisions under high ambiguity, translating complex business needs into clear, adoptable systemic solutions.

WORK EXPERIENCE

Oracle Redwood Design System

Principal UX Designer - Human AI & Search Team

2024-2026

Definition, design, and documentation of AI components. Stakeholder requirements management and implementation review to ensure UX and accessibility standards.

- Designed and documented one AI-powered component, resolving a lack of standards and flexibility — achieving progressive adoption across 12 pages distributed throughout practically all Redwood products.
- Extended the capabilities and use cases of the Search component, increasing its scalability and driving adoption across more than 15 Redwood page templates.

Principal UX Designer - Interaction Team

2021-2024

Definition, design, and documentation of interaction standards. Stakeholder requirements management and implementation review to ensure UX and accessibility compliance.

- Designed the Canvas page template from scratch in 3 months, enabling visual construction of outputs like diagrams and emails for the first time — defining a new category of page templates adopted by more than 7 product teams across multiple Redwood products.
- Designed the Hero Search page in 6 months, unblocking Oracle Fusion Cloud HCM's adoption of Redwood and impacting the HR experience of multiple enterprise clients globally — generating a cascade effect in design system adoption.
- Developed the foundational progressive loading guide for Redwood in 6 months, centralizing standards that replaced fragmented experiences — in coordination with the motion and visual teams, enabling any team to build loading states consistently and with clear rules.

Scotiabank Mexico
UX Design Manager

2019-2021

Management of the design team responsible for digital products for branches and open market clients.

- Led the redesign of the centralized flow for branches and open market – research, co-creation, and user testing – with a projected goal of 40% reduction in advisor task completion time and improved satisfaction scores.
- Built a collaboration culture in a design area that operated in silos, implementing design reviews, weeklies, and monthlies that connected more than 6 teams, eliminated duplicated work, and got design and engineering communicating cross-functionally for the first time.

Senior UX Designer

2017-2019

Experience design for Scotiabank clients across digital mobile channels.

- Launched Scotiamóvil, Scotiabank Mexico's first native app – growing active users by 30% and surpassing web traffic within its first year.
- Led the end-to-end redesign of ScotiaWeb, modernizing Mexico's online banking experience and establishing a new UX baseline across the platform.

Medradr
Head of Design

2016-2017

Interaction and interface design for the platform's digital products.

- Designed the full interaction and a high-fidelity prototype that convinced investors to fund the development of the MVP.

Urban 360
User Experience Director

2014 – 2016

Blyss
Digital Art Director

2013 – 2014

Startup Factory
Sr. UX Designer

2012 – 2013

SKILLS

Design Systems: Design tokens · Component API design · Governance & documentation ·

Human-Centered AI: AI-native component design · Interaction patterns for generated content · Streaming text & real-time AI responses

Interaction Design: Wireframing & prototyping · User flows · Responsive patterns · Visual design

UX Methods: Usability testing · User interviews · Design critique · Accessibility & inclusive design

Collaboration & Delivery: Cross-functional alignment · Agile / Scrum · Jira · Confluence · Notion

Design Tools: Figma · FigJam · Figma Make · Zeroheight · Tokens Studio

EDUCATION

Bachelor's Degree in Design and Visual Communication

Universidad Nacional Autónoma de México (UNAM) · Facultad de Artes y Diseño · 2002 – 2006

CERTIFICATIONS & COURSES

Usability Testing Planning & Implementation Sperientia: [studio+lab]® · Mar 2023 · [Credential ID 70726129](#)

UX Behavioral Foundations (Fundamentos de comportamiento para el diseño y evaluación de la experiencia de usuario) Sperientia: [studio+lab]® · May 2023 · [Credential ID 73458157](#)

User Observation & Interviews for UX (Observación y entrevistas para el diseño de la experiencia de usuarios) Sperientia: [studio+lab]® · Jun 2023 · [Credential ID 75425546](#)

Metrics & Full Loop Sol Mesz · Jun 2022

Strategic Design CENTRO diseño | cine | televisión · Dec 2019

COMMUNITY & LEADERSHIP

[Co-host, UX Rebels Podcast](#)

2020 – Present. I co-host a podcast exploring design, technology, and industry challenges – building an engaged community of Spanish-speaking design and tech professionals through interviews, debates, and critical perspectives on the field.

[Writer, Iterative Thinking Newsletter](#)

2021 – Present. Author of a newsletter on design, AI, and technology published on Substack – nearly 1,000 subscribers, 77+ editions exploring the intersection of UX, artificial intelligence, and the future of the design profession.

Co-founder, HablemUX

2025 – Present. Created and managed a Spanish-speaking WhatsApp community that grew to 1,000+ members in its first year – focused on fostering reflection and critical discussion around UX, design, and innovation among Hispanic professionals.