

Paul Farley

Senior Product Designer
UX/UI Specialist

Product Designer with over 17 years of experience creating people-centered digital solutions. Specialized in UX/UI design, prototyping, user research, and crafting intuitive experiences that bridge business goals with real user needs. Passionate about building products that feel natural, drive engagement, and deliver positive impact.

CORE SKILLS

- Product Design (UX/UI)
- User Research (UX Research)
- User Flows and Wireframing
- Interactive Prototyping
- Design Systems
- Interaction Design and Motion Design
- Product Illustration
- Usability Testing
- Design Team Leadership

TOOLS

- Figma, Sketch, Adobe XD, Balsamiq
- InVision, After Effects, Principle, Lottie, Haiku
- Maze, Hotjar, Google Analytics, Dovetail, Google Forms
- Notion, FigJam, Miro, Trello, Jira, Asana, Confluence
- Illustrator, Photoshop, MS Office, Google Workspace, Keynote, Numbers
- Visual Studio Code, Zeplin, CodePen, HTML, CSS, JavaScript, WordPress

LANGUAGES

Spanish Native
English Professional Working Proficiency

 Querétaro, México

 pcfarley@gmail.com

 +52 442 331 7389

 www.paulfarley.com.mx

 www.linkedin.com/in/farleypaul

EXPERIENCE

UX–UI Product Designer

PROCORE – GORILLA LOGIC Jul 2023 – Apr 2025


- Designed and conceptualized functional and intuitive experiences, balancing business goals with user needs and technological feasibility.
- Created user journeys, wireframes, mockups, interaction designs, usability analyses, and prototypes for the development and optimization of new platform features.
- Modernized critical workflows and tools within the Financials module, aligning them with the new design system, enhancing user experience, and reducing technical debt by updating interaction patterns, components, and use cases.

 **Award:** Winner of the Unstoppable Team Award (2024) for outstanding teamwork contributions on the Procore account.

UX/UI Team Lead

OCCMUNIDAL May 2021 – Mar 2023

- Led and motivated design teams, ensuring high-quality deliverables and fostering technical and strategic skill development across the team.
- Collaborated closely with development and product teams to identify and prioritize user experience improvements across web and mobile platforms.
- Created presentations and workshops to effectively communicate design solutions to stakeholders and business leaders.

 **Award:** Winner of the Beyond The Call of Duty Award (2021) for exceptional leadership and a strong user-centered approach.

Sr. Product Designer

OCCMUNIDAL Jul 2018 – May 2021

- Conducted user research (qualitative and quantitative) to design UX solutions centered on real user needs.
- Created interactive prototypes and led usability testing to iterate and optimize design proposals.
- Collaborated with engineering and product teams to effectively integrate design into agile development cycles.
- Designed and implemented scalable design systems, enhancing visual consistency and team efficiency.
- Developed product illustrations to strengthen visual communication, brand identity, and emotional user connection.

 **Award:** Winner of the Beyond The Call of Duty Award (2020) for design innovation and the creation of the new design system.

EXPERIENCE (CONT)

CPO – Socio Fundador

SOFT CLOUD SOLUTIONS Sep 2010 – Jul 2018

- Defined and oversaw the product strategy, identifying market opportunities and setting growth and profitability goals.
- Led cross-functional teams in end-to-end product development, from conception through launch and optimization.
- Responsible for defining product features, managing budgets, development timelines, product roadmaps, and performance evaluation.

PREVIOUS EXPERIENCE

Freelance Designer

Oct 2005 – Sep 2010

Brand identity design, website development and programming, motion graphics creation, and UX/UI consulting for various clients and startups, adapting solutions to different industries and business needs.

Branding Manager / Marketing / WebMaster

FONET GLOBAL INC. Oct 2005 – Sep 2010

Managed brand identity, digital marketing strategies, and corporate website development.

Art Director

REAL DE JURQUILLA Dec 2004 – May 2005

Developed visual concepts and directed advertising campaigns.

Editorial Design Manager / 3D Animator

VIDEOCOMM Jan 1997 – Oct 2000

Managed editorial projects and produced 3D animations and multimedia design for clients.

Advertising Graphic Designer

A. CALDERONI Oct 1993 – Nov 1994

Junior Advertising Graphic Designer

PUBLICIDAD SALAZAR Jun 1990 – Dec 1990

EDUCATION

Bachelor's Degree in Graphic Design

Universidad del Valle de México | 1996

CERTIFICATIONS & COURSES

Inteligencia Artificial para Product Discovery y Product Design | 2025

Diseño Centrado en Usuario | 2024

Design Thinking | 2024

Diseño de Interfaces Únicas | 2024

UX Research | 2022