Luis Alberto Serrano García

Product Designer & Developer

CONTACT

albserrano8@gmail.com

+52 (614) 539-48-36

www.albserrano.mx

EXPERIENCE

CANPLAST / Frama-Tech — Design Lead

FEB 2024 - PRESENT

Leading design and product initiatives across internal tools and customer-facing platforms.

- Redesigned the internal employee console from scratch, defining layout, design system, and UX strategy for a scalable platform built with Next.js.

- Designed and developed a WhatsApp-based communication platform, replicating WhatsApp Web and extending it with internal collaboration features.

- Redesigned FramaTech's website, improving usability, branding, and implementing custom functionality using Liquid and Vue.

- Created design systems, reusable components, and visual standards across multiple products.

My role combines product design, UI/UX, and frontend development to deliver cohesive and scalable solutions.

I attend — Founder & Product Builder

Designed and developed a guest management platform for digital invitations.

- Built the product end-to-end, including product design, UI/UX, frontend, backend, and system architecture.

- Developed features such as invitation builder, guest management, real-time RSVP tracking, WhatsApp integration, and table planning.

- Created the full brand identity, including logo, visual system, and product experience.

- Currently used in real events, supporting the planning of 30+ weddings.

This project reflects my ability to design, build, and scale a complete digital product.

MetaMap — Full Stack Developer

DEC 2021 - JULY 2024

Developed web applications and user interfaces using React and Node.js.

- Built scalable frontend applications using React and Ant Design.

- Designed and implemented APIs using Node.js and Express.

- Worked with MongoDB for data management.

- Created wireframes and UI designs that guided development across the team.

Contributed across both design and development, bridging product and engineering.

SUMMARY

I design and build digital products from concept to execution.

With a background in electronic engineering, I combine technical thinking, product design, and frontend development to create scalable, user-centered experiences.

My work focuses on building systems that are both functional and visually meaningful. I don't separate design from development — I integrate both to deliver cohesive products.

I am currently leading design initiatives and developing digital platforms, while also building my own product, I attend.

EDUCATION

Electronic engineer

Instituto Tecnológico de Chihuahua.

Specialization in Embedded Systems

DEC 2021

SKILLS

Product Design: UI/UX, Design Systems, Prototyping

Frontend: React, Next.js, Vue, Liquid

Backend: Node.js, Express

Database: MongoDB, Supabase

Design Tools: Figma, Illustrator, Photoshop

LANGUAGES

Spanish - Native

English - B2