

Brenda Orozco Madinaveitia

Product Designer (UI/UX) — SaaS & Design Systems

Product Designer with 8+ years of experience designing SaaS and mobile products. Specialized in building scalable interfaces through design systems and close collaboration with engineering teams.

Experienced in translating complex requirements into intuitive user experiences, leveraging behavioral insights and iterative design processes.

Strong background in frontend collaboration (React, styled-components) and data-informed UX decisions. Seeking a remote UI/UX role in SaaS or fintech where design drives product impact and usability.

Core

Product Design, UI Design, Design Systems, SaaS UX, Responsive Design, Mobile-first

UX & Research

User Flows, Usability Testing, Behavioral Analysis, Data-informed Design, Hotjar

Tools

Figma MCP, Figma Autolayout, Github, React (styled-components), HTML, CSS, SASS, Tailwind, Storybook, VS Code, Wordpress, Divi, Claude skills, Stitch, React Native

Languages

Spanish (Native)

English Level C2



Contact

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<https://www.linkedin.com/in/brendaoro/>

Selected Work History

December
2020 -
Current

Remote

**Product Designer | SaaS & Mobile Apps | Design Systems
| Data-driven UX @Reservamos**

Dec 2020 – Present | Remote

Designed and improved SaaS web and mobile experiences through a continuous, data-informed design process.

- Designed and optimized SaaS web and mobile experiences through continuous, data-informed design iterations focused on usability and scalability.
- Identified UX friction points using Hotjar insights and behavioral analysis to improve usability across digital platforms.
- Led UI standardization efforts through design systems and atomic design principles, increasing visual consistency and reducing design-to-development gaps.
- Collaborated with product managers and engineers in Agile/Scrum environments to deliver high-fidelity designs early, streamlining feedback cycles and minimizing rework.
- Designed and implemented reusable UI components using React styled-components, improving scalability and development efficiency.
- Translated complex business and stakeholder requirements into intuitive user interfaces throughout the product lifecycle.

Projects:

 Peninsula Ejecutivo Product Ownership website

 Product Ownership app design for iOS and Android for:

- Primeraplus
https://play.google.com/store/apps/details?id=com.gfa.PrimerPlus&hl=es_MX
- ETN https://play.google.com/store/apps/details?id=mx.com.etn.etnturistarlujo&hl=es_MX

March 2018 -
November
2020

*Monterrey,
Mexico*

UI/UX Designer

- Delivered end-to-end UI/UX solutions for multiple B2B clients as the sole designer, managing the full design lifecycle from discovery to handoff.
- Led design direction across development teams, ensuring consistency between product vision, visual design, and implementation.
- Created user flows, wireframes, and high-fidelity prototypes for web and mobile platforms, translating business requirements into intuitive digital experiences.
- Enhanced email campaign usability and responsiveness through optimized UI layouts and structured visual guidelines.
- Produced branded visual assets, iconography, and marketing materials to support broader product and campaign initiatives.

July 2015 -
January 2018

*Coahuila,
Mexico*

UI/UX Designer Internship

- Prototyped user interfaces for e-commerce websites and mobile applications, supporting early-stage product development and concept validation.
- Designed platform structures and interface layouts in collaboration with development teams across multiple digital projects.
- Gathered client requirements and defined project scopes to support project planning and execution.

**Open to exciting opportunities and
creative collaborations — visit my
portfolio to view my work.**

Brenda Orozco — Product Designer

Portfolio of Brenda Orozco, SaaS Product Designer.

 <https://brendaoro.top/>

Brenda Oro

Brenda Oro Connect with them on Dribbble; the global community for designers and creative professionals.

 <https://dribbble.com/brendaoro>

