

Julie Garcia

Strategic Product Designer | UX Research | Product Strategy
Mexico City, MX

+52 5565099668 | LinkedIn: in/jgb23
hello@juliegarcia.com.mx

Strategic product designer and product leader with 9+ years turning ambiguous problems into evidence-backed direction across FinTech and SaaS in the US and LatAm. I work at the intersection of UX research, systems thinking and business strategy, going deep enough to find the real problem, then sharp enough to make it actionable. My work spans 0→1 design systems, a 200+ product rebrand, AI-enabled product workflows and operating models that turn design decisions into measurable outcomes.

Experience

PayPal · Jun 2023 – Aug 2026

Sr. Product Manager, Design Systems Lead (DS Intelligence & AI Readiness) · Aug 2025 – Aug 2026

- Set strategic direction for PayPal's Design System Intelligence program, translating complex design and engineering needs into scalable AI-assisted workflows.
- Built foundational MCPs that made the Design System LLM-readable, enabling designers and engineers to self-serve exploration, prototyping and handoff.
- Defined system health metrics and governance models across 200+ products, reaching 80% adoption.
- Ran prompt-to-prototype experiments and AI-powered review workflows, cutting review time 3x.

Product Manager, Design Systems · Jun 2023 – Aug 2025

- Led Design Systems strategy and governance, connecting user needs, product priorities, engineering constraints and leadership decisions.
- Drove the company-wide rebrand across native and web platforms, translating experience direction into reusable patterns rolled out to 200+ products in 3 months.
- Led UX research and usability testing, turning user evidence into strategic direction and increasing task-success rates to 90%.
- Designed DesignOps operating frameworks, contribution models, documentation and metrics dashboards to turn fragmented adoption into a data-informed system.

baz súperapp · Feb 2023 – Jun 2023

DesignOps Manager

- Built a three-pillar operating roadmap across design process, team collaboration and business-impact measurement.
- Established shared ways of working, team culture and success metrics across design pods.
- Designed and led a 7-person multidisciplinary team spanning UX, research, content and visual design..

Banco Azteca · Aug 2019 – Feb 2023

Design System Manager · Mar 2020 – Feb 2023

- Founded Sarape, a mobile-first Design System from 0→1 to organization-wide adoption across 50+ products and 50+ designers.
- Partnered with engineering and content leads on tokens, documentation and governance playbooks, cutting build/handoff time by 60%.
- Championed system-wide standards that improved product cohesion and user trust.

UX Generalist · Aug 2019 – Mar 2020 — Foundational UX role; promoted into Design System Manager after 8 months.

UXCool Academy · Feb 2020 – Aug 2021 · Part-time

Chief Product Officer & Co-Founder

- Co-founded and led business and brand strategy for a design education venture.
- Led hiring and mentoring for a 4-person design team and created a global UX education event with 50+ speakers.

Early Career · 2016 - 2019

Trabajo en Digital — UX Strategy & Product (2017–2019)

- Led 0→1 research, brand, and product strategy for a digital-industry job platform; the new strategy drove +40% traction in its first month.
 - UX Consultant, Marcap Company Builder · Junior UX/UI Designer, CTIN · Freelance graphic design and multimedia
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Education

Shifta by ELISAVA: Universidad de Diseño e Ingeniería de Barcelona – Spain · 2026–2027
(expected)

M.A. Business Innovation & Design Strategy

Universidad Autónoma Metropolitana, Mexico City · 2013–2017

B.A. Graphic Communication Design

Certifications

- IDEO U (2024) · Human-Centered Systems Thinking
- Interaction Design Foundation (2023) · The Foundations of UX Design · User Research – Methods and Best Practices · The Ultimate Guide to Visual Perception and Design
- Harvard Business School Online (2023) · Strategic Thinking, Team Management, Change Management, Persuading Others, Coaching.

Core Skills

Strategy & Product: Product Strategy, Opportunity Framing, Roadmapping, OKRs, Stakeholder Management, Business Design, Innovation

Research: UX Research, Usability Testing, Evidence-based Design, Synthesis, Accessibility, Data-informed Decision Making

Systems: Design Systems, DesignOps, Governance, Contribution Models, Operating Models, Cross-platform Experiences

AI & Prototyping: AI Product/AI Readiness, LLM-readable systems, MCPs, Prompt-to-Prototype, Figma, Claude, ChatGPT, Gemini

Additional

Design System Camp · Apr 2025 – Present · Part time

Instructor and Mentor – Strategy & Governance for Design Systems

- Teach contribution models, metrics and governance frameworks to LATAM design-system practitioners, supporting a community of 250+ practitioners..