Roberto Báez Muñoz

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PROFILE

Product Designer with 3+ years designing digital products end to end, from procurement platforms to ERP and CMS. Combines business analysis, UX/UI design, design systems and QA to turn complex requirements into shipped products with measurable impact.

EXPERIENCE

RYNDEM Studios, Cuernavaca, Mexico (CMMI Level 3 company)

Product Designer, RYNDEM Studios — Jan 2025 – present

- Drove a B2B PunchOut platform end to end as lead analyst and product designer, connecting a distributor's catalog to its customers' procurement systems; designed and shipped in 1 month, it cut quote-to-order time by about 80% (ERP records)
- Designed a credit-note module for Mexico's tax authority (SAT): a three-step wizard for twelve tax scenarios
- Designed an email-to-task MVP in 2 weeks: 85 hi-fi screens with documented rules
- Extended the ERP design system with component tokens and states as variants: 300+ instances updated without breaking
- Defined traceable requirements and acceptance criteria with business and engineering stakeholders under CMMI Level 3
- Integrated AI and MCP servers connected to Figma to prototype, document and audit, within cross-functional teams

UX/UI Designer, RYNDEM Studios — Apr 2023 – Dec 2024

- Led UX/UI design of a CMS that lets international suppliers sync their catalog with the ERP in real time, removing days of delay caused by a nearly 12-hour time difference; in production with 3 suppliers
- Built the CMS design system with Atomic Design: 117 components with 599 variants and 237 variables (104 primitives and 133 semantic tokens), versioned to scale to new suppliers
- Designed improvements to an internal sales ERP's quoting module (payment-term changes, controlled-product splits and research items) that reduced off-system quotes by about 40% (team estimate)
- Analyzed the full ERP and designed its adaptation for Peru: user experience, business rules and interface
- Designed and ran QA test cases based on Nielsen's heuristics and acceptance criteria before every release

Tools: *Figma, FigJam, Jira, Notion, Google Workspace, Claude, Claude Code, ChatGPT, Codex, Orca, Gemini, Stitch, NotebookLM*

Freelance, Remote: *Animation and illustration* — 2021 – 2023

EMECE, Remote

UX/UI Design Intern — 2021

- Designed interfaces and digital materials for several clients, including an armoring company

Tools: *Photoshop, Illustrator*

SKILLS

Design and prototyping: Figma, FigJam, Adobe Creative Cloud, Sketch, HTML, CSS
Methods: UX research, user flows, wireframes, hi-fi prototyping, responsive design, usability testing, data-informed design, Agile/Scrum
AI: Claude, Claude Code, ChatGPT, Codex, Orca, Gemini, Stitch, NotebookLM, Figma AI, MCP integrations
Project tools: Notion, Jira, Google Workspace, Trello, Asana
Languages: Spanish (native), English (C1)

EDUCATION

Universidad Iberoamericana Puebla, Puebla, Mexico — May 2021
Bachelor's Degree in Interaction Design and Animation

Certifications: Prompt Engineering (Platzi, 2026); AI for Designers (Interaction Design Foundation, 2025); Microsoft UX Design Professional Certificate (Coursera, 2025); Design Tokens master class (Interaction Design Foundation, 2024)