MANUEL GALLARDO

SENIOR PRODUCT DESIGNER | DESIGN LEAD

Background in Branding & Creative Direction

Mexico City, Mexico • manuugm@gmail.com • +52 55 6481 8271 • manugm.com • linkedin.com/in/manugallardo21

PROFILE

Senior Product Designer with **6 years in product design** and 9+ years in design overall, grounded in a **background in branding and creative direction**. Former Head of Product Design & Brand at BeGo, where I led a team of 10 designers and shipped products for logistics, government, telecom and sports, including 3 design systems built on AI-ready tokens. Currently own Product Design for Vemo Impulso. I combine research-driven decisions, hands-on craft and a creative director's eye to turn complex operations into clear, scalable experiences.

CORE EXPERTISE

Product: End-to-End Product Design • Product Discovery • User Research & Usability Testing • Information Architecture & User Flows • Prototyping • UI Design • Design Systems & Tokens • Design Leadership • AI-assisted Design
Brand & creative: Creative Direction • Brand Strategy & Identity • Art Direction • Campaigns & Motion • BTL Activations

EXPERIENCE

Product Designer | Vemo *Aug 2026 – Present*

- Own Product Design for Vemo Impulso with Product and Engineering, from information architecture and usability tests to user flows, UI and AI-assisted prototyping.
- Built **Vemo Circuito**, one design system that re-skins by token for **4 brands**, with a manifest per component so AI agents can use it correctly.
- Led research on car maintenance: **8 driver interviews**, **9 hypotheses (6 confirmed)**, funnel and support-ticket analysis and a market benchmark, shaping a self-service flow prioritized in phases.

Head of Product Design & Brand Design | BeGo *2021 – Aug 2026*

- Led a design team of **10 (5 UI/UX, 5 digital designers)**: set creative and product direction, gave feedback and follow-up through launch, and stayed hands-on.
- Led end-to-end product design across app and web for a logistics platform connecting cargo with drivers, translating complex operations into clear journeys and reusable patterns with Product and Engineering.
- Redesigned order creation after research showed **70% of users abandoned it** and called support; product improvements contributed to **+60% user retention** and **+60% lead acquisition**, with **35–50% less assignment time** and **+35% successful matches**.
- Built BeGo's design system with Engineering to scale across web and mobile; the team also delivered products for E-Lock, Hey móvil and FMF Ticketing.
- Led BeGo's brand identity across social media, app, events, BTL activations and B2B/B2C communications, including the AI-assisted "Mundialofobia" campaign as Design Manager.

Head of Brand Design & Web | CAEM / Operagua *2019 – 2021*

- Led branding and web design for institutional projects; developed visual identities, digital communications and dashboards that made complex operational information easier to understand.

Digital Designer | Wiinkil *2015 – 2018*

- Created brand-focused digital assets and web experiences, translating briefs into clear, consistent visual communication.

SELECTED PROJECTS — client work led at BeGo · case studies at manugm.com

E-Lock · Government cargo security. Web dashboard + mobile app to locate and track cargo devices, for 3 user profiles. White-label system, **3 brands**; in rollout.

Hey móvil · Mobile carrier on Altán. Plans, sign-up, portability, top-ups and a business offer, end to end. **20K+** active users, mostly B2B.

FMF Ticketing · Liga MX. Web and app for tickets, seat selection, resale and fan profiles before Qatar 2022. **40K+** monthly users, **+10%** ticket sales.

Creative direction · Campaigns & brand. Concept, art direction and follow-up for campaigns, 3D/motion, booths and key visuals for BeGo, Hey móvil, Kavak and Bankaool.

TOOLS, EDUCATION & LANGUAGES

Tools: Figma, FigJam, Figma AI, Adobe Creative Suite, Claude, ChatGPT, HTML/CSS prototyping. **Education:** B.A. in Graphic Design, Universidad del Valle de México (UVM), 2014–2018. **Languages:** Spanish (native); English (intermediate, conversational).