

# José Eizaguirre

## Product Designer

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Portfolio: <https://www.joseeizaguirre.com.mx/>

### UX-UI Designer at Claro Música

Aug. 2023 – Present

Product design for one of the largest music streaming platforms in Latin America (part of América Móvil), with +10M users across 18 LATAM markets.

Worked on the redesign of the mobile-first premium subscription flow, contributing to a +34% lift in mobile conversion, a -61% reduction in pre-validation drop-off, and decreasing time-to-CTA to 19s, with +22% end-to-end completion.

Designed the native interface of Claro Música for Android Automotive OS — 11 screens validated with 30 users on Maze, where every decision impacted driver safety (2-second rule, 88dp touch targets, and motion-aware interface).

Built design system components aligned with Material Design and iOS Human Interface Guidelines, maintaining cross-platform consistency between mobile, web, and automotive.

Participated in user research, moderated usability testing, A/B testing, and funnel analysis using Hotjar, Maze, and analytics to validate design decisions with data.

Collaborated cross-functionally with Product Managers, Engineering, Marketing, and QA in agile environments (Scrum), delivering documented and technically viable handoffs that streamlined implementation times

### UX-UI Intern at Claro Música

Feb. 2023 – Aug. 2023

Supported the implementation of a modular design system that reduced development times by 30% for new feature launches.

Collaborated in the optimization of in-app flows, helping to reduce the number of clicks required to reach key user objectives.

Participated in the creation of error messages applying UX writing principles, improving clarity and reducing abandonment at friction points.

### Social Service – UNAM (DGCS)

Sept. 2021 – March 2022

Content creation for UNAM's social media networks.

Copywriting of persuasive texts and implementation of engagement strategies to strengthen the institution's online presence.

Participated in the daily publication tracking calendar

### Tools

Adobe Illustrator, Adobe XD, Figma, Hotjar, Maze, Google Suite, Notion, Jira, Confluence, ChatGPT, Claude, Gemini, VsCode, Stitch y N8N.

### Education

FES Acatlán: Bachelor's Degree in Graphic Design (2018–2023)., Coursera (Google UX), IFAD: Photography and Audiovisuals.

### Languages

English: B2, Spanish: Native, Portuguese A2