

Sebastian Azua

Product Designer & Builder | Mexico City

I'm a multi-cultural creative with 6+ years of experience building digital products and systems that drive business impact and make complex workflows feel simple. My skillset has been evolving with technology and I can leverage AI to own the end-to-end product development cycle.

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EXPERIENCE

Senior Product Designer & Builder at Nuvocargo

2023 - 2026 | Mexico

Increased operational efficiency and enabled the AI roll-up strategy by scoping, designing, and delivering workflows and features for a proprietary Transportation Management System.

Improved cash flow by designing AI workflows that perform outreach, document validation, and trigger the execution of sales orders and purchase orders - shortening the time to invoice customers and pay vendors.

Expanded the fourth-party logistics (4PL) offering by prototyping and deploying a customer-facing platform to give shippers visibility and AI-driven insights on their freight spend and service performance.

Helped sign the company's first enterprise 4PL customer by scoping and designing the first end-to-end multi-stop shipment workflow, built to scale across other accounts.

UX Designer & Researcher at Nova Seguros Latam

2022 - 2023 | Ecuador, Colombia, Peru

Increased conversion in the insurance sales cycle by building a sales platform that allowed bank advisors to cross-sell insurance products during other customer transactions.

Assisted banks in the definition of their digital insurance offering by conducting research and workshops with stakeholders and users.

Co-Founder at Forma Creative Studio

2019 - 2026 | Global

Helped 30+ founders and brands grow online by building their visual identity, improving conversion rates through landing page design, and driving sales through e-commerce development.

EDUCATION

Master's in UX/UI & Digital Transformation, ELISAVA Barcelona

2022 | Online

BA in Communication & Multimedia, University of California, Santa Barbara

2018 | California, USA | Full-Ride Scholarship

SKILLS

Product Design & Management
AI Assisted Development
Workflow Automation
Strategic Problem Solving
Stakeholder Management

TOOLS

Claude Code
Lovable
Figma
Framer
Pencil.dev
Gumloop

INDUSTRIES

Freight & Logistics
Customs
Insurance
Banking
Marketing & Advertising

EXPLORATION

Web & iOS Applications
eCommerce
Branding
Writing
Photography

LANGUAGES

Spanish: Native
English: Professional Proficiency