

EMILIANO ZÁRATE ULLOA

UX/UI Designer

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Portfolio: <https://uxbyemiliano.com/>

PROFESSIONAL SUMMARY

UX/UI Designer with a background in clinical nutrition and advanced English (C2). Specialized in user research, Figma prototyping, and experience design for SaaS and HealthTech products. Through 1,800+ clinical consultations, I developed active listening, insight synthesis, and complex workflow comprehension skills directly applied to user-centered design. Proven track record of delivering measurable results: 87% reduction in critical flows and a 5.7/7 SEQ usability score. I design evidence-based solutions that improve user experience and drive product decisions.

TECHNICAL SKILLS

Figma | FigJam | Design Systems | Wireframing | Hi-Fi Prototyping | Smart Animate | Maze | UX Research | Usability Testing | Design Thinking | WCAG | Adobe XD

PROFESSIONAL EXPERIENCE

UX/UI Designer — Nutrimind — Nutrition SaaS Platform *Sep 2025 – Present*

Responsibilities:

- Led user research (interviews and usability testing) to identify pain points and improvement opportunities in clinical workflows.
- Designed and maintained a scalable Design System in Figma, ensuring consistency, accessibility (WCAG), and development efficiency.

Key Achievements:

- Reduced a critical workflow by 87% (from 30+ clicks to 4), improving efficiency and reducing friction in key tasks through heuristic analysis and iterative prototyping.
- Conducted 28 user interviews and 18 usability tests, identifying improvement opportunities and validating solutions with a 5.7/7 SEQ score.

UX/UI Designer — FitLab — AI Fitness App (Capstone) *Jan 2026 – Mar 2026*

Responsibilities:

- Designed the end-to-end experience of an AI-powered somatotype analysis app with NABBA expert validation.
- Built a complete Design System including color tokens, typography, and iconography for 3 product subscription tiers.

Key Achievements:

- Achieved 100% task completion rate in usability testing with real users across main flows.
- Designed a navigation architecture that reduces key actions to fewer than 2 taps.

Clinical & Sports Nutritionist — Nutriorígenes (Private Practice)

Feb 2021 – Present

Responsibilities:

- Delivered clinical and sports nutrition consultations, designing personalized user-centered experiences based on individual needs.
- Analyzed and optimized care workflows and visual communication, improving clarity, efficiency, and patient experience.

Key Achievements:

- Conducted 1,800+ consultations, developing qualitative research skills and the ability to detect non-explicit user needs.
- Reduced average consultation time by 15%, enabling more patients per day and improving service efficiency.

Clinical Practitioner — Hospital Civil de Guadalajara / Hospital San Javier

Jan 2019 – Jan 2020

Responsibilities:

- Rotated through internal medicine and hospital nutrition departments, observing care workflows and clinical processes in complex environments.
- Developed nutritional care plans and tracked clinical progress using hospital digital systems.

Key Achievements:

- Participated in patient evaluation and follow-up in hospital settings, gaining hands-on experience with clinical digital systems.
- Logged 200+ hours in hospital environments, observing real care flows and identifying friction points — foundational to user experience analysis.

PROJECTS

Nutrimind — Nutrition SaaS Platform (LATAM)

August 2025 – Present

Redesign of a SaaS nutrition management platform for LATAM clinics, focused on reducing friction in critical clinical workflows.

- Tools: Figma, FigJam, Maze, Smart Animate, Design Thinking, NNGroup, WCAG, Notion
- Key responsibilities: Led research (28 interviews + 18 usability tests), designed the complete Design System, and prototyped all critical flows in Figma.
- Impact: Reduced main flow from 30+ clicks to 4 (87% reduction); 5.7/7 SEQ in usability tests with specialist nutritionists.

<https://uxbyemiliano.com/nutrikind>

FitLab — AI Fitness App (TripleTen Capstone)

2025–2026

End-to-end design of a mobile fitness app with AI somatotype analysis, 3 subscription tiers, and personalized training plans.

- Tools: Figma, FigJam, Smart Animate, Design Thinking, NABBA, Maze, Design Systems
- Key responsibilities: Designed 16 hi-fi screens, documented the complete Design System, and prototyped advanced micro-interactions validated with real users.
- Impact: 100% task completion rate in usability testing; main flows completed in fewer than 2 taps; documented and scalable Design System.

<https://uxbyemiliano.com/fitlab>

EDUCATION

TripleTen | UX/UI Designer Bootcamp 2025

Universidad Antropológica de Guadalajara | Master's in Clinical Nutrition 2018–2020

Universidad de Guadalajara | B.S. in Nutrition 2014–2018

CERTIFICATIONS & LANGUAGES

NABBA | Sports Nutrition Certification

EF SET | English Certificate C2 Proficient (72/100)

CONAEC | Nivel 3 UX/UI — 240 hrs, 10.0/10 | Credential: 1944 30012026

Languages: Spanish (Native) | English C2 | French (Basic)