Miguel Aliaga

UX Engineer

I design interfaces and build them in code. Delivering a consistent brand experience that balances client objectives with user needs.

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Monterrey, MX

EXPERIENCE

TCM Group MONTERREY, MX · REMOTE

User Experience Engineer · Full-time — Jan 2026 - Present

- Designed and single-handedly built the front-end for the admin platform of TCM's top-revenue brand, in development to support 40+ users managing 400+ experiences, bookings and daily operations.
- Grew my role from designing websites to designing and developing both websites and internal platforms for TCM's brands.
- Design and develop the group's new e-commerce and static sites, and review shipped code against the design system and Figma to keep design and code in sync.

UX/UI Designer · Full-time — Nov 2024 - Jan 2026

- Redesigned 8+ websites as part of the company's digital transformation, aligning brand identity with user needs.
- Designed internal and operational tools, including high-frequency forms built to cut completion time and friction.
- Implemented a design system to standardize components, improve handoff and speed up collaboration across teams.

Leboret MONTERREY, MX · HYBRID

Operator and Brand Designer · Partner — Mar 2026 - Present

- Own the brand's design and day-to-day operation: website, Meta ads and creatives, Instagram, email flows, inventory and offers.
- Redesigned the Shopify store with custom code and built a build-your-set page where users pick three perfumes in one step. From Jul–Sep 2025 to Jul–Sep 2026, orders grew 2.9x and conversion went from 0.50% to 0.68% while traffic doubled.
- Built a PWA admin app with inventory, bill of materials and a Shopify-connected dashboard, used from the warehouse to decide what to order and when.

OTIF MONTERREY, MX

UX Designer · Full-time — Aug 2024 - Nov 2024

- Designed a collaborative internal product for logistics, pricing, quoting and operations teams.
- Redesigned the quoting system so users can quote from one to 100+ routes in a single step.
- Redesigned the customer portal to improve shipment visibility and access to key information.
- Led the marketing team on email campaigns, brand consistency and social content, and trained a junior UX/UI designer for 1.5 months.

Cantu Studio SAN PEDRO GARZA GARCÍA, MX

Visual Designer · Full-time — Aug 2022 - Aug 2024

- Created complete visual identities, from logos to full brand systems, for clients across many industries.
- Designed and built functional websites with no-code tools, aligned with business goals.
- Joined visual and industrial design on product work for combined physical and digital proposals.
- Standardized the studio's visual workflows and contributed to its own brand and structure.

MEVIMA MONTERREY, MX

Industrial Designer · Internship — Jan 2020 - Apr 2020

- Designed and modeled custom railings for buildings from real-site measurements and technical requirements.
- Kept the production database up to date and placed models into building layouts.
- Made technical drawings and followed fabrication and installation on site.

EDUCATION

Tecnológico de Monterrey · Industrial Design, minors in Product Design and Conceptual Automotive Design — 2018 - 2022

Universidad de Monterrey (UDEM) · High school diploma — 2016

Thomas Haney Secondary · Year abroad, British Columbia, Canada

LICENSES & CERTIFICATIONS

Coding Bootcamp (Fullstack) · Tecnológico de Monterrey — 2025

Start the UX Design Process: Empathize, Define, and Ideate · Google — 2023

Build Wireframes and Low-Fidelity Prototypes · Google — 2023

Introduction to Front-End Development · Meta — 2023

Foundations of User Experience (UX) Design · Google — 2022

Visual Elements of User Interface Design · CalArts — 2022

SKILLS

UX research · Information architecture · UI design · Design systems · Wireframes and prototypes · Front-end development · Creative development · Branding and visual identity · AI-assisted workflows

TOOLS

Figma · Tailwind · Three.js · Blender · Supabase · Shopify · Notion · Jira · Adobe Illustrator · Photoshop · Final Cut · Claude · Higgsfield · Fusion 360 · KeyShot

LANGUAGES

Spanish (native) · English (fluent)