



Madia García



Work Experience

Oracle Sr. Principal UX/UI

March 2024 - Junio 2025

Led redesign of complex healthcare platforms, improving usability. Partnered with product and engineering to align UX with business goals, delivering scalable solutions that increased adoption and operational efficiency.

Universidad Anáhuac Software Development Manager

October 2025 - Currently

Led development teams and drove product and UX strategy across digital platforms. Created design systems and defined UX for multiple internal products. Improved delivery efficiency and cross-functional alignment, enabling scalable, high-impact solutions.

Kronia Technologies UX/UI Engineer/UX/UI Director

Jun 2022 - Jan 2024

Directed UX strategy for international clients, leading design teams across multiple products. Improved usability, engagement, and delivery consistency by aligning design decisions with business objectives and user needs.

Guruhotel Senior UX Specialist / UX Research

Feb 2022 - Nov 2022

I developed design strategies and UX Research for Guruhotel, a platform that automates the creation of hotel websites in minutes, incorporating advanced integrations for payments and reservations.

Bigtoken Senior UX Specialist

Nov 2020 - Jan 2021

I developed design strategies and UX Research for the BigToken app, adapting to emerging business and market challenges, leading to rapid iterations and strategic product adjustments.

SRAX Senior UX Specialist / UX Research

Jan 2021 - Apr 2023

Led UX research and defined information architecture for data-driven platforms. Translated complex data into intuitive experiences, enabling faster decision-making and improving product clarity and usability.

Kaans Latam Founder & Teacher

2017-2021

I founded and collaborate with KAANS, an innovation academy, teaching courses in areas such as UX, UI, Storytelling, Visual Thinking and Gamification.

PSD Publicidad y Soluciones Digitales Founder & CEO

2012 - Currently

Founded and led a UX/product consultancy delivering end-to-end solutions. Directed multidisciplinary teams and managed projects from research to launch, driving business impact through design across multiple industries.

UVM Teacher

2012-2016

I taught courses in graphic design, digital design, and UX and UI specialties.

G&H Studio Designer & Creative

2011 - 2012

I developed digital content, advertising, and UX strategies for renowned brands such as Sabritas, Nescafé, Movistar, and Nike. I also collaborated with leading agencies including TV Promo, KTBO, and Estrategas Digitales on the design and execution of integrated advertising campaigns across both physical and digital platforms.



Nadia Aide García Heredia

About me

With 14+ years leading UX, product design, and software development across Fintech, Healthcare, Education, and Automotive, I've grown from hands-on designer to the person who builds the systems, teams, and culture that make great design possible at scale.

I've led end-to-end digital products for companies like Oracle Health, Zurich Santander, Bimbo and Universidad Anáhuac — transforming complex processes into clear, accessible experiences that reduce friction, drive adoption, and create measurable business impact.

How I lead: I set clear goals, run structured design reviews, and build onboarding frameworks that help teams integrate faster and work with more autonomy.

I have shared this approach as a speaker at Microsoft, Women in UX, and UX Nights, and as a panelist for UTEL University; I continue to contribute to the design community through mentoring and education.

Education

UVM

2025 (In progress)

Bachelor's degree in Graphic Design and Communication

HARVARD SCHOOL OF DESIGN

2009-2014 (Incomplete)

Animation and Design Engineering

UNAD

2011 - 2013 (Incomplete)

Software Development Engineering

Crehana

2019 - 2021

- Storytelling
- Metodologías de innovación
- Brand Storytelling
- Business Design para UX
- Design Thinking
- Product Manager

IEBS

2017 - 2018

- Diplomado en Marketing Digital
- Diplomado en Usabilidad Web, Conversión y Experiencia de Usuario
- Diplomado en negocios e innovación

Microsoft

2011 - 2012

- Certified Trainer
- Microsoft Windows Azure
- Fundamentos de Programación (HTML5)
- Desarrollo de Apps
- Windows Phone

Industry Experience

Fintech Banking Healthcare Automotive Gaming & XR Education Advertising

Core Strengths

Product Strategy UX Research & Insights Desygn Systems Stakeholder Management

Cross-functional Leadership Data-informed Desing Service Design Agile

Product Thinking Storytelling

Software



Contact

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