

Antonio Duenweg

Senior UX Designer & Digital Product Developer

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https://www.t8do.com/portfolio

PROFESSIONAL SUMMARY

Senior UX Designer and Digital Product Developer with proven expertise in end-to-end product development, from user research to market launch. Specialized in creating user-centered digital solutions with strong business impact, combining design thinking with cross-cultural market insights. Demonstrated success launching products across multiple platforms and markets, with deep expertise in mobile app development, marketplace design, and telehealth solutions.

FEATURED UX & PRODUCT DEVELOPMENT PROJECTS

T8do - Local Discovery Platform

Lead UX Designer & Product Developer

2022 - Present | Durango, Mexico | Full Product Ownership

- Led complete **end-to-end UX/UI design process** for mobile application, successfully launching on both Apple App Store and Google Play Store
- Conducted comprehensive user research, developed detailed user personas, and created user journey maps to drive informed design decisions
- Implemented **iterative design methodology** based on user feedback and analytics, resulting in improved user engagement
- Managed full product lifecycle including wireframing, rapid prototyping, and comprehensive user testing protocols
- Applied Google UX Design Professional Certificate methodologies and industry-standard best practices

CANIRAC Connect - Restaurant Marketplace

Lead UX/UI Designer

2023 | Mexico's National Restaurant Chamber | 4-Week Sprint Project

- Designed comprehensive **B2B marketplace application** connecting Mexican restaurants with local food producers
- Led intensive user research, wireframing, and prototype testing for complex features including real-time order tracking and supplier review systems
- Collaborated with remote development team to deliver validated solution addressing critical supply chain inefficiencies
- Focused on **sustainable food systems** and waste reduction through improved supplier discovery

TeleMed - Rural Telehealth Platform

UX Researcher & UI Designer

2023 | Healthcare Accessibility Initiative | 5-Week Research & Design Sprint

- Conducted in-depth user research with **8 participants** (patients and healthcare providers) to identify critical pain points in rural healthcare access
- Created comprehensive user personas, site architecture, and patient journey maps addressing administrative burdens and privacy concerns
- Performed competitive analysis of 4 existing telehealth platforms, identifying key usability improvements for appointment booking and navigation
- Designed accessible low-fidelity wireframes and interactive prototypes using Figma, incorporating **voice input and disability-friendly features**
- Conducted inclusive usability testing with diverse user groups, including users with disabilities, iterating designs based on comprehensive feedback

DUENWEG - International Product Launch

Founder & UX-Driven Product Manager

2017 - 2019 | Suzhou, China | Cross-Cultural Product Development

- Led user-centric product development strategy resulting in **¥250,000 CNY in initial sales**
- Conducted extensive market research and user interviews across multiple international markets to optimize product-market fit
- Applied design thinking methodologies to develop products for diverse cultural contexts and user behaviors

EDUCATION & CERTIFICATIONS

Bachelor of Science in Finance

University of Illinois, Chicago
Business Strategy & Market Analysis Focus

Google UX Design Professional Certificate

Advanced UX Research & Design Methodologies

[View Certificate](#)

Google IT Professional Certificate

Technical Infrastructure & Support

[View Certificate](#)

CORE COMPETENCIES

UX Research & Design

User Research • Persona Development
Journey Mapping • Usability Testing
Information Architecture • Wireframing

Product Management

Product Strategy • Market Research
Cross-functional Leadership
Agile Methodologies • Launch Strategy

Design Tools & Technology

Figma (Expert) • Adobe XD
Adobe Photoshop • Google Analytics
Prototyping • A/B Testing

Languages

English (Native) • Spanish (Fluent)
Mandarin Chinese (HSK4)
Cross-cultural Communication