

# Luis Manzur Díaz

## Senior Product Designer · Design Engineer

Senior product designer and design engineer with 10+ years across UX/UI, brand, and full-stack web development. I take products from Figma to production Rails — owning the full arc from research and design systems to shipped, revenue-generating software. Founder of a white-label SaaS in active use by paying studios. Based in Mexico.

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## EXPERIENCE

### Eclipse — Founder & Product Designer

Mar 2025 – Present · [eclipsecms.com](http://eclipsecms.com)

- Founded and built a white-label SaaS for boutique fitness and yoga studios, owning the product end to end — research, UX/UI, design system, and production code (Ruby on Rails, Hotwire, Tailwind, Stripe Connect).
- Designed and shipped booking, membership, and payments flows now used by **8 paying studio clients**, serving **+10,000 active members** and processing **+\$10K USD/month** via Stripe.
- Powers **2,500 class bookings per month** and cut studio onboarding from contract to live to **under 5 days**.
- Built a **+120 component design system** spanning booking, membership, and admin, and architected platform-level integrations with Wellhub/Gympass (TotalPass in progress) to extend studios into corporate-wellness networks.
- Secured a friends-and-family funding round to take the company full-time.

### Profound Logic — Product Designer (UI/UX)

Aug 2023 – Feb 2026

- Lead end-to-end UX/UI for enterprise web and apps — research, personas, flows, wireframes, prototypes, and polished Figma interfaces.
- Designed and shipped **+50 features**, partnering with PMs and engineers to turn complex business requirements into technically feasible designs.
- Built and maintained a **+80 component design system** used across **3 products**.
- Ran **+10 usability sessions** to validate flows before development, as the sole designer supporting a **team of 8 engineers**.

### Ventup — Product Designer

Nov 2021 – Aug 2023

- Partnered with cross-functional teams to turn business requirements into shipped web and mobile features; ran research, wireframing, prototyping, and iterative usability testing in Figma.
- Designed features for products used by people in the restaurant industry, running **3 design sprints and +30 rounds of usability testing** to iterate toward concrete results.
- Created and Maintained a **+150 component design system** across the product.

### Lagom Startup Studio — Front-end Developer

May 2019 – Dec 2020

- Translated design mockups into responsive, pixel-perfect interfaces (HTML/CSS/JS), bridging design and engineering with clean, maintainable code.

### Manzur Studio — Independent Designer & Developer

Feb 2018 – Present

- Run an independent design-and-build practice spanning brand, UX/UI, and front-end (Rails, React, Shopify, Squarespace, Webflow).
- Delivered **+30 end-to-end web products** from concept to launch for clients.

- Founded and run **Ámbar Coffee** (ambarcoffee.com) — specialty coffee brand with a live Shopify storefront I designed and built.

## **Icalia Labs — Digital Designer**

*May 2015 – Feb 2018*

- Product design + front-end development for client web products — one of my first roles combining the designer-who-ships skillset that defines my work today.

## **SKILLS**

**Design** — Product / UX / UI · Design Systems & Design Tokens · Interaction Design · Information Architecture · User Flows & Journey Mapping · Wireframing & Prototyping · User Research · Usability Testing · Responsive & Mobile Design

**Engineering** — Ruby on Rails · Hotwire · React · HTML / CSS / JavaScript · Tailwind · Stripe · Git

**Tools** — Figma · Adobe CC (Illustrator, Photoshop, After Effects) · Sketch · Shopify · Webflow · Squarespace

**Ways of working** — End-to-end ownership · Cross-functional collaboration · Stakeholder communication · Agile / Scrum · Design-to-dev handoff · AI-native workflow (Claude Code in production)

**Languages** — Spanish (native) · English (professional) · German (basic)

## **EDUCATION & CERTIFICATIONS**

**CEDIM** — B.A. in Graphic Design & Marketing

**Yoga Alliance** — RYT500 Advanced Yoga Instructor Certification