

Zaira Damken

Attention, applied at scale.

zairadamken@gmail.com | [linkedin.com/in/zairadamken](https://www.linkedin.com/in/zairadamken) | zairadamken.com

Senior Product Designer | Interaction Design | Design Systems | UX Strategy | UI/UX Designer | Web Design

PROFESSIONAL PROFILE

I design the decisions behind products that feel clear, calm, and intuitive. Over the past decade I've worked across interaction design, enterprise products, and design systems, and I care deeply about the person on the other side of the screen, especially those too often left out. Accessibility and clarity are part of how I define good design. I listen before I decide, shaping solutions that hold across products and contexts. My work often sits between design, engineering, and product, and across teams in the US, India, and Mexico, guiding people toward a shared direction and decisions that stay coherent as things evolve.

TECHNICAL SKILLS

Certifications: Oracle Fusion AI Agent Studio Foundations · AI for Designers, IxDF

Hard Skills: Interaction Design · Design Systems · Accessibility Practices (WCAG, ARIA) · Product Design · Component Architecture · UX Specifications · Interaction Patterns · Information Architecture · Usability Testing · Developer Collaboration · Design Documentation · Cross-functional Collaboration · Prototyping

Tools: Figma · Sketch · Adobe Creative Suite · Confluence · Jira

WORK EXPERIENCE

Oracle | March 2021 – March 2026

Senior UX Designer | September 2023 – March 2026

Designed and evolved components, interaction models, and enterprise UX patterns for Oracle's Redwood Design System, specializing in Forms, Inputs, and Controls. Partnered with product, engineering, accessibility, and design to solve shared interaction challenges and shape decisions that could hold across Oracle products and contexts.

- Established an **accessibility documentation standard** across the Redwood Design System, closing critical gaps in ARIA roles, keyboard behavior, and screen reader guidance while introducing a consistent approach to accessibility across UX specifications and internal design documentation.
- Owned a broad set of Forms and Inputs components and became the **reference point for the area**, integrating changes across them cleanly and keeping the whole set from diverging as it grew.
- Improved accessibility and long-term maintainability across Forms and Inputs by tracing **10+ recurring issues** to an underlying migration challenge, delivering immediate fixes while defining **scalable interaction patterns** for a more modern design system architecture.
- Reduced adoption friction for product teams on the Input Rich Text component by integrating **15+ CKEditor plugins** and adapting their behavior to Redwood standards, creating guidance that improved implementation consistency.
- Mentored a UX intern through onboarding, design reviews, and a project presented to Design VPs, contributing to their **successful conversion into a full-time designer**.

UX Designer | March 2021 – August 2023

Contributed to the Redwood Design System through component migration, UX specifications, and cross-functional collaboration, improving consistency across enterprise product experiences.

- Analyzed and documented **50+ enterprise page templates**, then presented the findings to more than **1,000 collaborators** during Oracle Design Week, creating a shared reference that helped product teams compare patterns and make more consistent design decisions.
 - Improved design system consistency during Oracle's **Sketch-to-Figma migration** by identifying implementation gaps, refining UX specifications, and resolving priority enhancements across multiple product verticals.
 - Aligned interaction behavior across the first Forms and Inputs components I owned, keeping them consistent with each other as the set grew.
-

Bexi | July 2020 – March 2021

Visual Designer, Product Team

Designed UI templates and visual systems for a self-service platform that enabled small businesses to create branded social media content. Collaborated closely with the product team to refine template behavior through continuous usability feedback.

- Built a **UI design system and symbols library** that replaced manual updates with reusable assets, making cobranding customization scalable across templates.
 - Adapted **60+ templates** to Facebook Ads and social media specifications, iterating on usability feedback across channels.
-

Code Brew Labs | Jan 2019 – March 2020

UX/UI Designer

Led the design function for the Mexico office as the sole UX designer in the region, sustaining **5 to 6 simultaneous projects** while coordinating daily with the global team in India.

- Reworked the **seller valuation flow** for a luxury resale platform as the **sole designer** for the Mexico team, redesigning how the app handled uncertainty and building on the research and business context already in place.
 - Designed mobile and web experiences for luxury resale and mental health products, turning complex business requirements and user needs into intuitive product experiences.
 - Strengthened enterprise sales efforts by developing UX concepts, problem statements, and design pitches that helped the team pursue opportunities with clients including **Palacio de Hierro and Soriana**.
-

Ipse, Digital & Branding | October 2017 – December 2018

Visual Designer

Delivered branding, visual identity (**5 projects, including 3 brands created from scratch**), and responsive websites on Shopify, WordPress, and Wix while managing **12+ simultaneous client accounts** in a medical marketing agency.

Diako | June 2016 – September 2017

Graphic / Web Designer

Owned design across print, digital, and e-commerce, including a **100+ page product catalog** managed end-to-end and a Shopify store I designed, built, and maintained independently. Social media content contributed to **4x audience growth** within one year.

EDUCATION

Bachelor's Degree, Graphic Design and Visual Communication | **Universidad Marista de Guadalajara** | 2012 – 2016

OTHERS

Spanish (Native) · English (Professional Working Proficiency)