

Maryl Gonzalez



AI-NATIVE DESIGN ENGINEER & DESIGN TECHNOLOGIST

AI-Native Design Engineer & Design Technologist with 10+ years across product design and branding — now building products end-to-end by pairing with Claude Code. Founder of Talexa and Co-Founder of The App Chefs. Originally from Guadalajara, México; based in Kansas City, KS.

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Experience

The App Chefs, LLC.

Jun 2017 — Present

Co-Founder • Lead Product Designer & Scrum/Agile PM

- Co-founded an AI-native design & development studio delivering high-quality WordPress, web, and mobile apps for startups and founders.
- Lead product design and the Scrum/Agile process across Discovery, Design, and Development — now shipping faster by building with Claude Code.
- Own design & branding, technical SEO, and e-commerce (Shopify/WordPress) engagements end to end.
- Designed and documented the WPBueno Dashboard design system in Figma, built out as a living component library in Storybook.

Talexa

Jan 2018 — Present

Founder

- Founded a remote staffing platform connecting skilled Mexican developers and UI/UX designers with US, Canadian, and European IT companies.
- Lead product, brand, and operations — including remote onboarding and immigration assistance.

Universidad de Artes Digitales

Jan 2016 — Jan 2018

UX/UI Professor

- Taught UX and UI design to university students.

Ooyala

Jan 2014 — Sep 2014

UI Designer

- Designed responsive UI/UX layouts across Web, iOS, and Android for a leading video technology platform.

EARLIER EXPERIENCE

Hydralab Agency — Interactive Designer	2017	Thinking Group — UX/UI Designer	2016
Escucho — Instructor	2015 — 2018	ZW Comunicación — UX/UI Consultant (Honda)	2015
Clicker 360 — Front-end / UI/UX Designer	2013 — 2014	MBGE Intersistemas — Marketing Manager	2012 — 2013
Casa Fragma — Web Designer	2009 — 2015	Haiku — Digital Designer	2011 — 2012

Skills

- AI-Native Design Engineering
- Design Systems & Branding
- Product Design (UX/UI)

- UI/UX Design
- JavaScript (React, Vite, Next.js)
- Storybook
- Figma
- Prototyping

- Accessibility
- Usability Testing
- Design Thinking
- Agile & Scrum
- Project Management

- E-commerce / Shopify
- SEO & AEO
- WordPress
- Semantic HTML & CSS

- Tailwind CSS
- Responsive Web Design
- Git & GitHub
- Vercel & Netlify

Education & Certifications

- **Universidad de Artes Digitales** 2006 — 2010
Bachelor's in Digital Design

CERTIFICATIONS

Webflow 101 Certification 2024 Webflow University • Online	Product Owner Accredited Certification™ 2019 International Scrum Institute™ • Online
Mastering Innovation & Design Thinking 2018 Massachusetts Institute of Technology (MIT) • In person • Boston, MA	Scrum Master Accredited Certification™ 2017 International Scrum Institute™ • In person • Guadalajara
Design Sprint for Voice Interface 2017 UX Digital Summit Guadalajara • In person • Guadalajara	Agile UX Masterclass 2017 UXPin • Online
User Experience and Interaction Design Certification 2016 — 2017 The Interaction Design Foundation • Online	User Experience for the Web 2013 Open2Study • Online
Cross-Platform Mobile Development with Appcelerator Titanium 2012 DWSoftware • In person • Guadalajara	Test of English for International Communication (TOEIC) 2012 Interlingua México • In person • Guadalajara