

Roberto Prado

Designer & Founder · Strategy, Brand, Product & AI-built Software · Monterrey, México

Designer and founder. I take products from strategy and brand to software in production: I define what gets built, design it, ship it with AI coding agents and keep it running. Eight years running a two-person studio, plus co-founding MADE and VOLUMA and partnering at Waves.

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Details	Based in Monterrey, México Timezone UTC-6, Central Time with no daylight saving · full overlap with US business hours; my mornings overlap India's evening Languages Spanish (native) · English (fluent reading and listening, strong writing, conversational speaking) Focus Product design, brand, AI-built software			
Experience	Co-founder, Design & Web — <u>sopadeletras@</u> 2018 — Present A two-person creative studio I run with Lilian Balderas: strategy, branding, audiovisual, editorial and web. Everything the studio ships, the two of us made. I also lead the web and product side and run the finances. — Brand, editorial and campaign work for <u>UDEM</u>, <u>MARCO</u>, <u>PUMA</u>, <u>Casa de la Grana</u>, <u>NEXT University</u>, <u>RECUA</u> and <u>SlowBurn</u>. — Built and operate <u>Voxoy's</u> production system, a parcel and PO box company: 1,039 active memberships and 3,400-4,600 packages a month across six pickup points. — Built a multi-tenant point-of-sale SaaS for pharmacies (<u>Farmalat</u>, for <u>LAATEC</u>), plus 20+ client sites and internal tools on Cloudflare, from brand to deploy. Co-founder — <u>MADE</u> 2024 — Present Art and design platform behind MADE Week in Monterrey. — Grew <u>MADE Week</u> from 38 events and 2,773 attendees (2025) to 70+ events, 80+ venues and 7,000+ attendees (2026), coordinating 50+ volunteers. Sponsors included Heineken and Tec de Monterrey. Co-founder — <u>VOLUMA</u> 2026 — Present A morning workout where the coach is also the DJ: my brother Hugo Prado leads the session from the decks, mixing live. The first edition took place on 12 September 2026 at Backstage MTY, with two sessions of 100 people each, and it's planned as a three-edition season. Sponsors include Audi and Lululemon. — Naming, brand, site and launch content. — Visuals for the live show across nine surfaces (three screens and six banners), plus the lighting cues. — An interactive room: a 3.5 × 3 m LED wall with a camera that reads whoever stands in front of it, so their body plays the image and the sound at once. It ran on its own all night and sent every photo to a live gallery. Partner — <u>Waves</u> 2026 — Present An immersive studio in Monterrey for yoga, breathwork and listening sessions, with hi-fi sound and visuals projected all around the room. Lilian and I are partners: we handle the brand, the site and the content.			
Awards	IDA Gold PUMA Cali OG Canvas, social media campaign · 2025 IDA Silver Casa de la Grana, brand identity · 2025 Premio Nacional de Diseño Finalist, visual communication · Casa de la Grana · 2025 Diseña México Premio Nacional de Diseño, visual communication · Cerveza Jimena campaign · 2023 CLAP Awards Three selections: PUMA, Casa de la Grana, Cerveza Jimena · 2023-2025 Anuaría México Selection · Cerveza Jimena · 2023			
Skills	With AI coding agents (Claude Code, Codex). I direct, review and ship; I don't write code by hand	What it runs on Cloudflare Workers, D1, R2, KV, Supabase, Stripe, Resend	Design Brand identity, editorial, web design, interactive experiences, photo and video	Tools Figma, Adobe Creative Cloud, Framr, WordPress
Education	B.A. in Graphic Design and Strategic Marketing — <u>CEDIM</u>			2024
Interests	I write and release music as <u>Prado Fox</u>. Melancohol (EP, 2023) is on Spotify and Apple Music.			