

WORKSHOPS – 2026

Workshops.

Three formats I run for teams and communities. Hands-on, plain language, no theatre.

01

Vibe Coding for Builders

Non-technical folks shipping real prototypes with AI.

02

US ↔ LATAM

Designing across two markets I've shipped for.

03

Systems Framework

Turning ad-hoc screens into a shared system.

VIBE CODING · FOR BUILDERS

Vibe coding is a builder skill, not a technical one.

Have an idea, see it working the same day. This session covers how to prototype and ship small apps with AI tools, treating prompts like design specs and taste as the real bottleneck.

Hands-on from the first hour. Everyone leaves with something they built themselves.

BEST FOR

CONFERENCES

COMPANY OFFSITES

FOUNDER PROGRAMS

BOOTCAMPS

VIBE CODING · FOR BUILDERS

Activities.

01

Idea to spec

Turn a napkin idea into a one-page prompt an AI can actually build from.

02

First prototype

Ship a working web app from that prompt in under an hour.

03

Iterate with taste

Fix visual and UX issues in plain English. No code required.

04

Ship or handoff

Publish it, or hand a clean starting point to an engineer.

Event format.

IN-PERSON

- Small room with a projector.
- Everyone leaves with a shipped URL.
- Live critique of each build.

REMOTE

- Video call + shared board.
- Async prep video the day before.
- Breakout rooms for critique.

VIBE CODING · FOR BUILDERS

Materials.

YOU BRING

- A laptop and a modern browser.
- An idea, even a rough one.
- A free account with a code host.

I PROVIDE

- Tool access for the day.
- Prompt worksheet and starter templates.
- Recorded walkthroughs to keep.

US ↔ LATAM · DESIGNING ACROSS CULTURES

Same product, two markets, very different users.

Trust signals, tone, hierarchy, and money habits shift between US and Latin American users. Localization isn't a translation pass. It's a design decision.

This session covers what actually breaks, what to test, and how to build defaults that don't assume.

BEST FOR

PRODUCT TEAMS

CONFERENCES

UNIVERSITY PROGRAMS

FIRESIDE TALKS

US ↔ LATAM · DESIGNING ACROSS CULTURES

Activities.

01

Trust audit

Map the trust signals in a flow (logos, reviews, guarantees) and where they land differently.

02

Tone rewrite

Take one screen and rewrite the copy for both markets. Warmth, formality, and directness shift.

03

Money & payments

Cards, cash, installments, currency displays. Audit defaults that quietly exclude.

04

Localization ≠ translation

Spot the strings, images, and flows that need a redesign, not a translation.

US ↔ LATAM · DESIGNING ACROSS CULTURES

Event format.

IN-PERSON

- Mixed teams work best.
- Real product screens from your team.
- Bilingual facilitation (EN/ES).

REMOTE

- Video call plus a shared board.
- Async cultural warm-up survey.
- Recorded and captioned.

US ↔ LATAM · DESIGNING ACROSS CULTURES

Materials.

YOU BRING

- A laptop and access to a shared board.
- 2 to 3 screens from a real flow.
- One market question you can't answer.

I PROVIDE

- Cultural pattern library and cheatsheet.
- Reference flows from real LATAM/US apps.
- Post-workshop write-up per team.

SYSTEMS BLUEPRINT · SCREENS TO SYSTEMS

A folder of screens is not a system yet.

Turn a growing pile of screens into tokens, components, and a lightweight system a team can actually keep up with.

Practical, not aspirational. The smallest system that answers 'where do I start?' on day one.

BEST FOR

DESIGN TEAMS

DESIGN + ENG OFFSITES

COMPANY WORKSHOPS

ADVISORY ENGAGEMENTS

Activities.

01

Screen audit

Print the product. Find the duplicates. Group by pattern, not by page.

02

Token extraction

Pull color, type, radius, and spacing tokens out of what already ships.

03

Component canvas

Draft the ten components that cover 80% of your surface. Skip the rest for now.

04

Docs & handoff loop

A one-page usage doc per component, and how it flows into eng.

Event format.

IN-PERSON

- One team at a time.
- We work on the actual product.
- Design and engineering in the room.

REMOTE

- Video call plus Figma multiplayer.
- Async audit prep the week before.
- Working sessions across two half-days.

Materials.

YOU BRING

- A live product and its design files.
- One designer and one engineer minimum.
- The three things breaking most often.

I PROVIDE

- Audit template and token spreadsheet.
- Component starter kit in Figma.
- One-page usage doc template.