

SUMMARY

I'm a Senior Product Designer with 18+ years of experience delivering impactful digital solutions across banking, media, retail, and social sectors. I combine user-centered design, strategic thinking, and strong visual skills to create intuitive products that drive real business value. I specialize in solving complex UX challenges, building scalable design systems, and turning insights into clear, elegant experiences. For the past decade, I've also been teaching UX, mentoring future professionals and promoting collaborative, inclusive design cultures.

EXPERIENCE

Senior Product Designer

Banco de Bogotá | 2019 - Present

Led the UX and visual design strategy for the bank's digital ecosystem, including mobile and web platforms. Worked closely with stakeholders, product owners, and developers to build scalable, user-friendly solutions that improved customer experience and digital adoption.

Key achievements

- Led the complete redesign of the mobile banking app, now the top-rated traditional banking app in Colombia.
- Increased conversion on core transactions by 90% and digital adoption by 30% within 2 years.
- Reduced flow completion time by up to 50% by introducing shortcut-based navigation.
- Achieved an average CES of 4.7 and raised NPS from 43 to 80 in a single year.
- Redesigned the onboarding flow for USD accounts, reducing completion time by over 70%.

UX Educator

Universidad Externado de Colombia | 2019 - Present

As part of the faculty for the Specialization in Digital Experience Management, I teach the User Experience (UX) module to professionals training to become future leaders and managers in the digital sector.

I combine theory with high-impact real-world cases to help students develop strategic thinking, apply user-centered design principles, and master essential UX methodologies such as user research, usability testing, and prototyping.

Product Design Lead

El Tiempo | 2010 - 2019

As Product Design Lead, I collaborated to the design multiple projects across emerging platforms including mobile devices, tablets, and smart TVs. I led the design of key digital products such as the online newspaper, financial news site, and sports news site. Additionally, I led the data visualization team, creating impactful multimedia content around major national and global events including presidential elections, the FIFA World Cup, the Olympic Games, and other high-impact stories.

Key achievements

- Increased unique users on the news portal by 20%, positioning the newspaper as Colombia's top digital leader.
- Became the national leader for digital election coverage, reaching a record of over 30 million users in a single day.
- Generated new revenue streams by developing branded interactive experiences for global events like the Olympics and the FIFA World Cup—successfully aligning content strategy with the marketing team and partnering with major brands such as Coca-Cola, Adidas, and Bavaria to increase engagement.
- Created high-quality content that helped the platform reach a historic milestone of 100 million unique users in a single year.

Senior Designer

Ariadna | 2009 - 2010

As a Senior Designer, I worked on the conceptualization and execution of high-impact digital campaigns for international brands. I contributed to the creation of engaging multi-platform experiences that resonated with audiences across Latin America, particularly in the Mexican market.

Key achievements

- Designed and developed the "All in One" campaign for Hewlett-Packard Mexico, crafting dynamic digital experiences that enhanced brand presence and audience engagement across platforms.
- Helped strengthen client relationships by delivering innovative, user-focused digital content aligned with marketing goals.
- Led interactive design initiatives for SEAT's automobile campaigns, connecting with customers through creative brand activations tailored to different car models.

Creative Director

Activa MC | 2007 - 2009

As Creative Director, I led the development of digital communication strategies, interactive content, and brand activations for key clients. I was responsible for turning marketing goals into innovative digital solutions that strengthened brand presence and engagement.

Key achievements

- Directed the creation of digital campaigns and activations for major brands including Samsung, El Espectador, Revista Don Juan, Davivienda, and Café de Colombia.
- Led the design and content development for the digital version of Revista Don Juan, bringing its editorial voice to life online.

Art Director

Frionina | 2005 - 2009

As Art Director at a well-established graphic design agency, I was responsible for designing and developing websites and microsites tailored to clients' unique needs. My focus was on creating visually compelling experiences that effectively connected brands with their audiences.

Key achievements

- Designed and implemented custom web and microsite layouts for clients in different industries, enhancing user experience and brand consistency.
- Worked on projects for clients such as Attmosferas, Signum, and Legis, delivering creative solutions that supported their digital communication goals.

EDUCATION

Design Management Degree

University of Bogotá Jorge Tadeo Lozano
2012 - 2013

Graphic Design Bachelor Degree

University of Bogotá Jorge Tadeo Lozano
2000 - 2005

CERTIFICATIONS

Product Discovery & Analytics

Uxcel
2025

Enhancing UX workflow with AI

Uxcel
2025

Leadership Mastery

Uxcel
2025

Leadership Mastery

Uxcel
2025

UX design psychology

Uxcel

2024

User Research - Methods and best practices

IxDF - Interaction Design Foundation

2023

Mobile Strategy: Build Successful Products

IxDF - Interaction Design Foundation

2024

UX Management: Strategy and Tactics

IxDF - Interaction Design Foundation

2023

AWARDS

Best Mobile Banking App in Latin America

Global Finance Awards.

Banco de Bogotá | 2023/2024

The Missing: Eternal Grief

Best Multimedia Work – Ortega & Gasset

Journalism Award, Spain.

El Tiempo | 2016

Pope Francis in Colombia

Best Multimedia Work – Inter American Press

Association Award.

El Tiempo | 2018

SKILLS

UX/Product

UX/UI design, user research, UX strategy, product thinking, design system, usability testing, problem-solving, strategic planning, data-driven and analytics.

Soft

Collaboration, adaptability, communication, storytelling, leadership, strategy, vision, empathy, curiosity, critical thinking and attention to detail.

Technical

Google suite, Adobe suite, Figma, Miro, Jira, Useberry, Excel, PowerBI, Grafana, Hotjar and AI tools.

Languages

Spanish (native)

English (upper intermediate)