

Senior UI/UX Designer with 25+ years designing digital experiences that connect business objectives with real user needs, combining research, information architecture, technical knowledge, and leading multidisciplinary teams, establishing product strategy. Master's in UX Design. Delivered 250+ successful digital products across HealthTech, EdTech, FinTech, and E-commerce.

Core Value Proposition

- **Strategic & Hands-on leader:** 15+ years mentoring design teams (3-5 designers) while remaining directly involved in high-level UX strategy and product architecture.
- **Measurable impact:** 250+ projects delivered, focusing on user retention, accessibility, and conversion rate optimization.
- **Technical Feasibility:** Front-end knowledge (HTML/CSS/JS) ensuring that complex UI designs are buildable & scalable.

EXPERIENCE

Senior UI/UX Designer & Consultant | Independent Consultant

Aug 2021 - Present

- Lead UX/UI strategy, digital product architecture, and design system implementation for clients in education, healthcare, and corporate sectors.
- UX/UI, SEO consulting for digital agencies: Doinmedia, Difusión, Todocom, and Vinkular.
- Design & development of custom WordPress themes optimized for conversion, accessibility, and performance.

Achievements:

- 116% new users (Q1 to Q2 2025) for the concordiasimple.com website.
- HealthTech Product Design: UI/UX architecture for the Patient Portal & Mobile App for the Colombian Military Hospital.
- EdTech Strategy: UI/UX of projects for two of Colombia's top universities: Universidad Nacional and Universidad Javeriana.

Creative Director and Senior UX/UI Lead | Filigrama

Sep 2006 - Jul 2021

- Led a multidisciplinary design team of up to 3 designers, managing end-to-end UX/UI workflows, project timelines, and stakeholder expectations.
- Established internal UI standards, design components, and responsive frameworks to optimize production speed and cross-platform consistency.
- Directed the strategy and delivery of +150 digital projects across Health, Education, and Industrial sectors.

Featured Clients:

- Shaio Clinic (Health) | Universidad de los Andes (Education)
- Dispac (Industry) | Colombian-Chilean and Colombian-India binational chambers

Creative Director and Design Lead | Aracnea Net

Jul 2002 - Aug 2006

- Leadership of web design projects with strategic focus on information architecture and usability.
- Design and implementation of the company's design procedures and standards.
- Management of small design teams and client relationships, ensuring strategic alignment.

Project Leader & Web Designer | Páginas Net

Mar 2001 - Mar 2002

- Leadership of corporate website design and implementation projects
- Establishment of design policies and formats that optimized team workflows.

EDUCATION

Master's Degree in User Experience Design (UX) Universidad ICESI, Cali * Academic Distinction for outstanding contributions in classes during the first semester.	Jan 2025 - Jul 2026
Professional Certification in UX Design Google (Online)	Aug 2023 - Abr 2024
Diploma: Creating Digital Products with User-Centered Design Universidad Nacional de Colombia, Bogotá	Aug 2019 - Dec 2019
B.A. in Professional Graphic Design Universidad Nacional de Colombia, Bogotá	Jan 1995 - Jul 1999

SKILLS

Leadership & Strategy	UI/UX Design	Technical Feasibility & CMS	Tools
Team Leadership & Mentorship	User Research	Front-End Architecture (HTML5/CSS3/JavaScript)	Figma
Stakeholder Management	Usability Testing	AI-assisted UX Workflows	Miro
Product Strategy	Information Architecture	E-commerce Architecture (Shopify/WooCommerce)	Adobe CS
Agile/SCRUM	Interaction Design	WordPress Ecosystem	Visual Studio
UX Metrics & Analytics	Design Systems	SEO Strategy	AI Tooling & Prototyping
AI-Driven Research Synthesis	Accessibility (WCAG)	User Research	
	Typography		

LEADERSHIP & TEACHING

WordPress workshop facilitator and instructor WordPress Community Bogotá Facilitating workshops on WordPress and WooCommerce implementation.	Oct 2017 - Jun 2019
Web Director & Event Organizer Colombian Graphic Designers Association Web design direction and digital strategy. Organization and leadership of design events	May 2006 - Mar 2013
Professor: Web & Multimedia Design Fundación Universitaria Los Libertadores	Jan 2007 - Jun 2007

LANGUAGES

Spanish: Native	English: C1 (Advanced/ Professional Working Proficiency)	German: B1 (Intermediate)
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