

Senior UI/UX Designer with 25+ years creating user-centered digital experiences, specializing in content platforms, e-commerce, and digital products. I combine strategic design vision with technical expertise (WordPress/Joomla/Shopify) and proven hands-on leadership capabilities. Currently completing a Master's in UX (July 2026), I delivered 250+ successful projects across education, healthcare, and industrial sectors. Seeking a **UX Lead, Design Lead, or Senior UX Designer** role where I can leverage my experience in team leadership and strategic design.

My Unique Value Proposition

- **Hands-on leader:** 15+ years building and mentoring design teams (3-5 designers) while remaining deeply involved in strategic execution
- **Measurable impact:** 250+ projects delivered
- **Unique hybrid profile:** Strategic design + technical implementation + team mentorship
- **E-commerce specialist:** 10+ years designing and building online stores on WooCommerce/Shopify with conversion focus

EXPERIENCE

Senior UI/UX Designer & Consultant | Independent Consultant

Aug 2021 - Current

- Development of custom WordPress and Joomla themes optimized for conversion, accessibility, and performance.
- UX/UI, SEO consulting for digital agencies: Doinmedia, Difusión, Todocom, and Vinkular, leading projects for high-profile corporate clients.

Achievements:

- 116% new users (Q1 to Q2 2025) for the concordiasimple.com website.
- UI design for the Patient Portal and App of the Colombian Military Hospital.
- Design and implementation of projects for the most important universities in Colombia: Nacional and Javeriana.

Creative Director and Senior UX/UI Lead | Filigrama

Sep 2006 - Jul 2021

- Development of custom and optimized themes for Joomla and WordPress.
- Leadership of a multidisciplinary team of up to 3 designers.
- Comprehensive management of ~10 projects per year (+150 in total) for companies in education, health and creative industries sectors.
- Direct stakeholder relationship management, ensuring strategic alignment and client satisfaction.

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 * I received recognition 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
	Professional Graphic Designer Universidad Nacional de Colombia, Bogotá	Jan 1995 - Jul 1999

SKILLS

Leadership and Strategy

Project management

Stakeholder Management

Team management

Design Thinking

Training

SCRUM/Agile

Design tools

Figma

Adobe XD

Miro

Sketch

Adobe Creative Suite

Visual Studio Code

InVision

UI/UX Design

Prototyping

Wireframing

Design Systems

Responsive Design

Information architecture

Accessibility

User Research

Usability Testing

Development & CMS

WordPress

Joomla

WooCommerce

Shopify

Bootstrap

SEO

HTML/CSS

JavaScript

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)	German: B1 (Intermediate)
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