

Career Summary

A **Senior Product Designer** based in Bogota with 5 years of experience solving the "messy" problems of enterprise software — high-density, high-stakes systems that teams rely on every day.

Whether it's a multi-role credit approval engine, a global skill-management ecosystem, or a core banking platform used by hundreds of credit unions, I turn deep technical complexity into interfaces people can actually use.

Summary of Qualifications

Strategic Research & Discovery

- **Quantitative & Qualitative Research:** Heuristic evaluation, benchmarking, user interviews, and empathy mapping.
- **User Validation:** Defining user personas and mapping end-to-end user journeys to identify friction points.
- **UX Auditing:** Conducting comprehensive system audits to identify friction points and misleading system logic.

Information Architecture & Systems Logic

- **Structural Design:** Expertise in site maps, complex information architecture, and card sorting.
- **Navigation Validation:** Utilizing tree testing to ensure findability in high-density data environments.
- **System Governance:** Architecting multi-role state machines and taxonomy standards.

Product Design & Execution

- **Interaction Design:** Wireframing, high-fidelity prototyping, and functional flow design in Figma and Adobe XD.
- **Dev Collaboration:** Structured handoffs and live walkthrough sessions with engineering teams to de-risk technical feasibility before build.
- **Accessibility & Compliance:** Embedding WCAG 2.1 inclusive design standards into complex financial and professional service workflows.

Languages:

Spanish (Native) English (Advanced B2)

Career History

Globant | Senior Product Designer

(Sep 2023 – Current)

Client: Jack Henry & Associates (Jul 2026 - Current)

- Led end-to-end redesign of five core Symitar banking modules (Credit Retrieval System, Message System & Utilities Hub, Teller Totals, Projections, Parameter Manager) for credit union clients, compressing discovery-to-analysis into **1-4 days per module** using an AI-assisted audit workflow.
- Engineered a rapid design pipeline — Gemini-assisted module analysis → functional Figma prototypes → structured developer handoff prompts — collapsing a typically multi-week discovery-to-dev cycle into days, with stakeholders walking through working prototypes before Cursor-based development began.
- Redesigned high-compliance banking workflows (FCRA/FACTA credit bureau pulls, fraud alert triage, dual-control vault authorization).
- Modernized six distinct financial calculation flows (loan, IRA, RMD, dividend, APY projections) spanning both simple single-output calculators and complex multi-step branching logic.

Client: Deloitte USA (Aug 2024 - Jul 2026)

- Engineered the "Translation Tables" module, a high-complexity feature that unified fragmented taxonomies into a single firmwide "Source of Truth," **reducing manual mapping time from days to minutes.**
- Spearheaded a comprehensive UX Audit and Heuristic Evaluation of the live platform, finding **unnecessary steps in 92% of core workflows**, to define the 2026 strategic roadmap.
- Authored the Deloitte USA Platform User Guide, translating complex system logic into an accessible onboarding manuscript used by stakeholders for nationwide tool deployment.
- Optimized the Design-to-Development lifecycle by implementing live walkthrough sessions and structured handoffs, reducing implementation ambiguity and accelerating release cycles.

Client: Itau (Sep 2023 - Aug 2024)

- Architected a 5-stage modular workflow for a high-priority loan MVP, **projected to restore processing time to a 2-3 day SLA**, validated through quantitative "Time-on-Task" user testing.
- **Negotiated a 70% scope rationalization**, distilling 26 fragmented legacy products into 7 core MVP offerings to meet a critical 8-month delivery window.
- **Automated 90% of manual data entry** by integrating legacy banking databases, reducing human error and neutralizing operational bottlenecks in debt capacity assessment.

Bancolombia | User Experience Designer

Apr 2022 – Sep 2023

- **Orchestrated the digital transformation of 3 fiduciary platforms**, designing 20+ end-to-end modules that automated high-friction manual reporting and asset management tasks.
- Initiated the strategic overhaul of the Internal Design Portal's information architecture (IA), utilizing card sorting and tree testing to reorganize content for **200+ internal design professionals**.
- Led rigorous user testing cycles to validate experience quality and reliability, ensuring multi-million dollar fiduciary transactions aligned with strict banking compliance.
- Increased operational throughput by simplifying user flows for complex fiduciary logic, shortening onboarding time for internal bank analysts and stakeholders.

Netcom | User Experience Designer

Nov 2019 – Mar 2022

- **Led the end-to-end UX/UI design for a high-volume payment application**, transitioning from initial market research to final transaction flows, delivering a redesigned onboarding and payment experience.
- Orchestrated a comprehensive website redesign, implementing a new information architecture and sitemap that reduced cognitive load and improved navigation paths for B2B clients.
- Developed an interactive digital ecosystem for POS systems, mapping over 30 complex hardware transactions into a seamless digital user manual that reduced support tickets and improved merchant self-service.
- Standardized design patterns across digital and physical touch points, ensuring brand consistency and usability across the company's emerging product suite.

Education

Los Andes University | Bogota, Colombia

Bachelor of Science in Design | Jan 2014 – Jun 2019

- **Focus:** Visual Communication and Product Strategy.

Professional Development & Certifications

- **Digital Accessibility, WCAG 2.2 Level AA** — Instituto de Accesibilidad, DALAT & UNTREF (Globant Edition I), June 2025.
- **How to Design for Accessibility: for UX Designers (WCAG 2.2)** — Udemy, Liz Brown.
- **Information Architecture (IA) Fundamentals** — Udemy, Joe Natoli.
- **UX Estratégico** — Colectivo23, 64-hour applied program in UX research methodology and strategic tooling, Mar-Jun 2024.