



I'm a product designer based in London, originally from Colombia, with a strong foundation in visual design. I focus on designing end-to-end user journeys and bridging the gap between business goals, stakeholder needs, and user expectations, with a passion for native apps and design systems. Over the years, I've led design efforts at startups and collaborated with cross-functional teams in larger organisations.

Contact

Portfolio site:

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Skills

- User-centered design
- Design systems
- End to end ownership
- Stakeholders management
- Wireframing
- Prototyping
- User research
- Visual design
- Journey maps
- OKRs oriented
- Figma
- Adobe Creative Cloud

Languages

- English
- Spanish

Experience

Not On The High Street | Senior Product Designer

2023 – 2025

London, United Kingdom

- Collaborated closely with engineering, product management, and leadership teams to guide ideas from concept to market launch by clearly communicating design choices and concepts.
- Transitioned the design system from Sketch to Figma, aligning with technological trends, managing and scaling the design system, and ensuring adoption among relevant stakeholders.
- Conducted user research and usability testing, identifying needs, pain points, and opportunities to improve the customer experience for both customers and partners.
- Developed and iterated on wireframes, mockups, and interactive prototypes, and created intuitive and engaging user interfaces for web and mobile platforms.
- Implemented and advocated for accessible design principles, to ensure that products are usable by as wide an audience as possible.
- Collaborated with the marketing team, and developed cohesive design strategies that align with brand identity and enhance customer engagement.
- Lead design thinking workshops and brainstorming sessions, fostering a culture of innovation and inclusivity within the design and product teams.
- Stayed abreast of design trends and technology advancements, continuously seeking out new tools, techniques, and practices to improve workflow and outcomes.
- Analyzed performance metrics and user feedback leveraging data to inform design decisions and prioritize feature development.

Confluent | Product Designer

2018 – 2023

Mountain View, CA, United States

- Work closely with the engineering, product management, and leadership teams to bring ideas from concept to market launch.
- Develop innovative solutions and processes for designing user interfaces and visuals that meet user needs, make Apache Kafka® easier to use, and effectively convey the company's narrative.
- Conduct research to identify and comprehend the needs and preferences of our target audience.
- Create functional prototypes that can be tested with users and iterated upon.
- Partner with the marketing team to enhance the visibility of the company brand and platform.
- Develop and sustain the brand style guide and visual assets to ensure consistency in branding.
- Communicate design choices and concepts to a diverse audience, including technical engineers, fellow designers, and product users, in a clear and effective manner.



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Graphic Design Experience

Instinctif Partners | Graphic Designer

2017 – 2018

San Francisco, CA, United States

Prophet | Graphic Design Inter

2016

San Francisco, CA, United States

Instinctif Partners | Graphic Designer

2015

San Francisco, CA, United States

Claro Colombia | Graphic Designer

2012 – 2013

Bogotá, Colombia

Espumas de la Sabana | Graphic Designer

2010 – 2012

Bogotá, Colombia

Honors & Awards

2019 Package Design Awards

Issued by GD USA · Feb 2019

2018 American Graphic Design Awards

Issued by GD USA · Oct 2018

New Talent 2018 | Award: Gold

Issued by Graphis Competitions · Jan 2018

Academy of Art Award for Design Excellence

Issued by The Academy of Art · May 2017

Creative Quarterly Issue 47 - 48 Winner

Issued by Creative Quarterly · May 2017

Work Featured on AIGA Eye on Design

Issued by AIGA Eye on Design · Apr 2017

Work Featured on The Dieline

Issued by The Dieline · Apr 2017

Work Featured on Packaging of the World

Issued by Packaging of the World · Mar 2017

Work Featured on World Packaging Design

Issued by World Packaging Design · Mar 2017

Creative Quarterly Issue 45 Student Winner

Issued by Creative Quarterly · Aug 2016

Education

Masters in Fine Arts in Graphic Design

Academy of Art of University | San Francisco, CA
(2014 – 2017)

Bachelor Degree in Graphic Design

Universidad de Bogotá Jorge Tadeo Lozano
(2009 – 2012)

Certifications

Figma to Lottie Course

LottieFiles · Issued April 2025

FinTech Product Design

ELVTR · Issued May 2024

AI in UX/UI Design

Uxcel · Issued Dec 2023

Mobile Design

Uxcel · Issued Oct 2023

Typography

Uxcel · Issued Oct 2023

UX Writing

Uxcel · Issued Oct 2023

Design Accessibility

Uxcel · Issued Oct 2023