



By the numbers

CAREER IMPACT

CAREER

8 + yrs

Shaping **complex, high-stakes products** across fintech, e-commerce and enterprise.

CAREER

17

Brands shipped with — from solo founder work to global enterprise teams.

FINHABITS · 2026

71 %

Weekly subscribers after redesigned funnels and navigation shipped (136 → 233 / week).

FINHABITS · INSURANCE

\$409 K

Auto-insurance revenue from the UX I designed. **20K+ users**, 98% funnel conversion.

Lead Product & Experience Designer with *8+ years* shaping complex, high-stakes products in fintech, e-commerce, and enterprise. My work sits at the intersection of *systems thinking, behavioral design, and inclusive UX* — designing clarity where decisions matter. *Distributed-first since 2017*, working with US, LATAM, and EU teams across timezones.

EXPERIENCE

Senior Experience Designer — Finhabits

2024 — NOW · REMOTE

Led the end-to-end redesign of the Finhabits mobile app — set design direction across core flows, visual language, and interaction patterns. Shipped a cross-platform design system that anchors the company’s regulated financial products, setting UX standards for clarity, accessibility, and cognitive simplicity.

Senior Experience Designer — Beyond

2022 — 2023

Led UX on high-complexity flows — enterprise tables, filtering systems, multi-level navigation. Contributed to design-system foundations and AI-driven initiatives. Unified fragmented products across global stakeholders and timezones.

Product Designer — Praxent

2021 — 2022 · AUSTIN, TX

Designed software for financial-service companies. Ran design-thinking workshops, mapped journeys, built flows, wireframes, and prototypes.

Freelance Product Designer — Fishead

2020 — 2021 · AUSTRALIA

Built a full e-commerce integration platform from the ground up, shaping the product around the available technology.

Founder & Creative Director

Easyou Skin

2019 — 2020 · MEXICO CITY

Founded a skincare brand. Owned creative direction, UX, content, and operations end-to-end.

UX Designer — Astound Commerce

2017 — 2020 · MEDELLÍN, CO

E-commerce projects for major global brands. Focused on mobile shopping and direct collaboration with international clients from concept to launch.

SKILLS

- UX Design
- UI Design
- Design Systems
- Component Design
- Prototyping (Figma · code)
- AI-assisted Design
- Cross-functional Leadership
- Mobile
- Research
- Information Architecture
- Dashboards
- Graphic Design

EDUCATION

Industrial Design · Visual Arts
Pontificia Universidad Javeriana
2007 — 2016

CERTIFICATIONS

Adoption & Appropriation
IxDF · 2025

Cognitive Science for UX
IxDF · 2024

AI for Designers
IxDF · 2024

Scrum Product Owner
CSPO · 2021

Advanced Google Analytics
2019

LANGUAGES

Spanish
Native

English
Full professional