

Summary

Product designer for financial software and AI products. Owns product design from first concept through implementation: 200+ production screens and a shared design system for banks such as Santander and Bankinter, and every version of Navar's AI workspace as founding designer. Tests ideas with users early and prototypes in code.

Experience

Afi — Senior Product Designer

Dec 2022 – Present · Contract · Madrid

- Designed Afi Wealth Manager and other financial products that Afi delivers to institutions including Santander and Bankinter, with 200+ screens in production: wealth planning, portfolio proposals, client management, data import and reconciliation.
- Built and maintain the token-based design system the products share, so the same components carry each institution's brand. Sole designer for most of the engagement, working with 20+ developers, product managers and financial specialists.
- Developed and piloted an AI-assisted design workflow for Wealth Planner with Afi's design lead, connecting requirements, interactive prototypes, UX review and design-system updates; tested it with a second designer and helped them adopt it.

Navar — Founding Product Designer

Aug 2023 – Present · Contract · Hamburg (remote)

- Worked directly with the founders to shape Navar's product experience, translating evolving requirements into conversational flows, expert-selection interfaces and interactive prototypes, across four versions of the product.
- Tested each direction with users and early clients and used the findings to set the next version. An early-adopting client, a senior project manager, describes it as their "daily companion".
- Keep a coded prototype of the app next to the Figma files, used to show engineering how interactions should behave before they are built.
- Contributed to product positioning, messaging and visual direction for the launch website, and produced the promo video.

Elite Training Colombia — Strategy & Operations Lead

Aug 2021 – Present · Fractional / Contract · Bogotá (remote)

- Designed and maintain the course acquisition journey across the website (designed and built with Cursor), landing pages, WordPress/LMS, email campaigns and CRM follow-up for a technical-training business; take part in sales, which keeps customer questions close to the design work.
- Built WhatsApp campaign automation in n8n: Meta-approved message templates sent through the WhatsApp Business API, with contacts and replies tracked in Airtable. Used for weekly campaigns; around 12,000 messages sent so far.

VREEDA — UX/UI Designer

Jan 2022 – 2025 · Contract · Remote

- Designed the iOS and Android app for VREEDA's smart lights from concept to launch, and extended the visual design to the Shopify store and Webflow site.

Filiatly — UX/UI Designer

Apr 2020 – Aug 2021 · Madrid

- Designed an influencer-marketing platform for brands and creators across responsive web, iOS and Android, from wireframes to production-ready interfaces.
- Ran usability tests with brands and creators and changed the flows based on the results.

Skills

Product design: user interviews, usability testing, interaction design, visual design, design systems, prototyping, design QA.

Design tools: Figma, Claude Design, Webflow. **Automation:** n8n, WhatsApp Business API, Airtable.

AI-assisted work: Claude Code, Cursor, Codex, Claude Design, Claude and ChatGPT for specs, prototypes and front-end code; HTML, CSS, JavaScript, React.

Education

IED Madrid · Master of Communication Design Labs (MDI) · 2019

Universidad de los Andes · Bachelor's degree in Design · 2011 – 2018

NEOLAND · AI Engineering Bootcamp · Enrolled, starts October 2026

Figma Academy / Maven · Advanced Figma Training · 2024

Le Wagon · Web Development Bootcamp · 2021 · Ironhack · UX/UI Bootcamp · 2020

Languages: Spanish (native), English (professional)