

ABOUT ME

I'm a product designer specialized in the fintech sector, with 6 years crafting interfaces for financial platforms and payment gateways. I come from branding and graphic design, so I care equally about brand identity and usability: end-to-end design, from research and flows to UI, design systems, marketing and positioning.

Lately I've fully embraced new technologies, integrating AI into my workflow – Claude, Figma MCP, video production and animation – to deliver faster and with better judgment. I care that the product truly works, conveys trust and scales well over time.

EDUCATION

Professional in Graphic Design

Taller 5 – 2020 · 2024

CONTACT

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Colombia – working across LATAM

ALSO SKILLED IN

Graphic design

Audiovisual

Marketing & positioning

Creative direction

Design systems

AI-assisted content

MY EXPERIENCE

2025 - Present

Experience & Branding Designer – Bridge Markets

I lead the redesign and evolution of their new graphic language, reflected across the website, presentations and every brand product. I constantly propose improvements to elevate their users' experience.

2025 - Present

Design & Brand Lead – NiiPay

I lead brand creation and the design of their app's entire UI, safeguarding branding consistency. I also produce high-quality AI-assisted content for their social media.

2022 - 2025

Designer & Developer – Payments Way

I designed and developed digital products (UI/UX) and custom websites for the company's clients (WordPress + native development), reducing error margins and delivery times. I also led a full redesign of the company's products.

2020 - 2023

Creative Director – Digiworld

I directed creative strategy and design teams across branding, social media advertising and web design projects, ensuring the quality and visual coherence of every delivery.

TOOLS

Figma

Adobe Creative Cloud

Blender

After Effects

WordPress

Claude

Notion

Slack

REFERENCES

Esteban Baquero

CEO, Digiworld – +57 305 896 9053

Junior Rojas

CTO, NiiPay