



Julian Yesid Vargas Ordoñez

Product Designer

UX/UI · Design Systems

Product Designer with experience in insurance, enterprise systems and education. I design B2B products and digital platforms through **UX research**, information architecture, interaction design and **design systems**. I connect user and business needs through **coded prototypes** and collaboration with IT.

[Portfolio](#)

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Core Skills

End-to-End UX Process

- Discovery
- User Research & Interviews
- Story Mapping
- Information Architecture
- User Flows
- Wireframing
- Prototyping & UI
- Usability Testing
- Design Systems

UX Leadership

- UX Strategy
- Stakeholder Workshops
- Prioritization & Scoping
- Independent Decision-Making
- User-Business Alignment
- Agile Team Collaboration
- Front-End Handoff & Validation

Tools

- Figma & FigJam
- ProtoPie & Framer
- HTML/CSS & JavaScript
- React & Tailwind
- AI-Assisted Prototyping
- Scrum & Kanban
- Certified B1 English

Professional Experience & UX Projects



Lead Product Designer – Click Seguros

I **independently lead** end-to-end UX for agent portals, CRM and dashboards. I conduct discovery and **user research**; define story maps, **information architecture**, user flows and wireframes; and validate prototypes through **usability testing**. I define UI, the **design system** and front-end handoff.



Product Designer – Mancii

I design Mancii’s **B2C and B2B** experiences, aligning user needs, business goals and stakeholder requirements. I contribute to **product definition** and turn opportunities into flows, interfaces and a **design system**, using **functional prototypes** to review solutions with the team.



Product Designer – Olimpia

I designed **B2B products** for transport management, payment collection and regulation. I led requirements gathering with stakeholders, architecture, flows, wireframes, functional prototypes and validation. I used **coded prototyping** to support decisions and developer handoff.



UX/UI Designer – Cecotec

I designed a mobile experience for smart cooking, defining architecture, **user flows** and interaction patterns for IoT devices. I built **high-fidelity prototypes** to simplify recurring tasks and validate the experience.



UX/UI Designer – USCO

I led the **virtual campus redesign** for Universidad Surcolombiana. I reorganized information architecture, optimized flows and prototypes, and implemented a **design system** to unify interfaces and support collaboration with developers.

Education

Master’s in User Experience Design

Universidad Internacional de la Rioja, 2024 – 2025

Software Engineer

Universidad Surcolombiana, 2019 – 2024

UX for Artificial Intelligence: New Forms of Interaction

Universidad de los Andes, 2025