

Oriana Córdoba Díaz

UX UI Designer | Product Designer

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👤 Oriana Córdoba

Product Designer with over 3 years of experience creating **user-centered digital solutions**. My background ranges from **branding and web development** in agencies to **designing SaaS platforms in tech environments**. I combine strategic thinking, visual sensitivity, and technical skills to build functional, accessible, and business-aligned products. I have contributed to the creation of **design systems**, **product refactoring**, and **cross-functional collaboration** with development, product, and marketing teams. I'm passionate about solving problems, supporting team growth, and building meaningful user experiences.

PROFESSIONAL EXPERIENCE

UI Designer - Product Designer

MUTA | 2022 - 2025

- Started as a UI Designer and was later promoted to Product Designer, taking on a more strategic role in the platform's design.
- Actively contributed to the creation of a new design system based on Atomic Design principles.
- Designed email templates, user flows, and interfaces across various digital products.
- Participated in the development of a Service Blueprint to align internal processes with product improvements.
- Supported new team members by sharing best practices and product knowledge.
- Designed strategic presentations used in key events, contributing to the acquisition of over \$2M USD in investment.
- Key achievement: The platform tracked over 4.5 million kg of recyclable waste by the end of 2023 and helped collection companies reduce their operation times up to 40%.

Web Designer & Wordpress Developer

DEXT Agencia | 2020 - 2022, Barranquilla

- Led the design and development of custom websites and e-commerce platforms for clients in healthcare, printing, and beverage sectors.
- Used WordPress (Elementor), HTML/CSS, and Figma to deliver responsive, brand-aligned websites.
- Attended client meetings, gathered requirements, and transformed insights into tailored solutions.
- Contributed to the agency's brand identity through style guides and social media design.

Freelancer

2019 - Present, Barranquilla

- Created brand identities, promotional materials, and web interfaces for small businesses.
- Collaborated closely with entrepreneurs to turn their vision into consistent and compelling visuals.

SKILLS & KNOWLEDGE

Figma

UX/UI Design

Design Thinking

Prototyping

Web Design

Agile

Jira

Design Systems

Figma Variables

Graphic Design

Design Tokens

WCAG3

Framer

Wordpress

Adobe Creative Suite

Elementor

Confluence

HTML / CSS

Atomic Design

EDUCATION

Graphic Design Professional

2018 - 2022 Universidad Autónoma Del Caribe, Barranquilla

Design of Interfaces for Web and App, UX/UI

2022 DEXT - Escuela para la Transformación Digital, Barranquilla

Green Digital Skills

2023 INCO Academy

LANGUAGES

- **Spanish** - Native
- **English** - Intermediate (B2)