LuiguiCalderin

Product Designer · UI Designer

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I'm Luis Guillermo Calderin Ayubi, a Product Designer with notable strength in UI, from Barranquilla, Colombia. Graphic designer since 2015, specialized in UI with UX foundations since 2021. I work across the whole product cycle — from understanding the problem to the design proposal, delivery, and handoff — with decisions grounded in business interests, technical feasibility, design guidelines, and user needs. I use AI to speed up processes, audit my own designs so my view isn't biased, run research, and reinterpret findings.

UI/UX EXPERIENCE

Aug. 2021 - Feb. 2026
4 years 7 months

Senior UI Designer | Product Designer
PRAGMA - Colombia, Remote

- Designed high-impact interfaces in banking, fintech, and e-commerce (B2B, B2C, B2B2C).
- Contributed to design systems in Figma: more consistency and speed across teams.
- Took part in research with product and development (Scrum/Kanban): moderated interviews, defined information architecture and A/B tests, providing metrics to define experiences.
- **Senior UI Designer · Redeban** · Jul. 2025 – Jan. 2026
  Designed the UI for the internal B2B platform and its derived products. As one of the Design System Leads, I set the foundations of the DS: governance model and component structure, and proposed the use of variables and tokens. I documented the process and versioning, onboarded incoming designers, and left PMs and devs with autonomous access to the system.
- **Mid UI Designer · Banco Itaú Colombia** · Sept. 2024 – Feb. 2025
  Designed UI for B2B and B2C products in corporate banking. Contributed and redesigned components for the institutional design system and validated one with 5+ users in moderated usability tests: the result was more adaptive components, more effective and efficient to use.
- **Mid UI Designer · Bancolombia** · Feb. 2022 – Mar. 2024
  Designed B2B (Bancolombia Empresas) and B2C (Bancolombia Personas) interfaces, and redesigned Grupo Bancolombia pages and landing pages. Updated internal B2B products to the current DS and brand, with user-validated flows that simplified their operation.

Jul. 2018 - Aug. 2021
3 years 2 months

Junior UX/UI Designer & Graphic Designer
Making Apps / Soluciones Ambar S.A.S · Barranquilla

- Designed platforms, interfaces, and landing pages in finance, crypto, and logistics, with prototyping and discovery sprints in multidisciplinary teams.
- Created visual identity, branding, and audiovisual pieces for clients and the company.

GRAPHIC DESIGN

Jan. 2017 - Jun. 2017

Multimedia Designer · NativApps
Created After Effects animations and digital design tutoring at Next U.

Sept. 2015 - Dec. 2016

Graphic Designer · Sin Filtro | Barranquilla
Designed brand manuals and corporate identity for SMBs, plus graphic and audiovisual pieces.

SKILLS

Figma · Design Systems · DesignOps · Prototyping · Webflow · Framer · Adobe Suite · AI Tools · HTML & CSS

EDUCATION

Professional Graphic Designer
Universidad Autónoma del Caribe
Graduated 2015

Courses on Platzi and other platforms
Certificates available on LinkedIn

LANGUAGES

Spanish
Native

English
Intermediate