

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