

I'm a product designer specializing in creating interface designs for websites, apps, and digital experiences. I focus on customer-experience-driven product design. ✨

Thoughtful. Bold. Functional. Clear. Beautiful

Education

- BSc in Psychology - Virtual | 2022 - Areandina **(in Progress)**
- Product Manager - Virtual | 2021 - CoderHouse ↗
- Cognitive Psychology in User Experience - Virtual | 2021 - Concreta Uruguay ↗
- Product Designer - Virtual | 2021 ↗
 - 41 courses - 107 hours

Expertise

Product Strategy. Research. Market study. User interviews. Journey mapping. Wireframing. Visual Design. Prototyping. Illustration. System Design. Information Architecture. Usability testing. A/B testing. Tree testing. Surveys

Skill set Figma | Sketch | Adobe Xd | Uxpin | Zeplin | Invision | Axure RP
Adobe Illustrator

Past Experience

Katdiazriv@gmail.com
Medellín - Colombia

Botkeeper / Senior Product Designer

- Leading client workshops to gather requirements, ensuring alignment of design with business goals and user needs.
- worked with the design team to foster collaboration and deliver intuitive user experiences.
- Using data from tools like Google Analytics to inform design, creating wireframes and prototypes, and iterating based on user feedback.
- Worked on the redesign design system to ensure consistency and worked with devs

Astound Digital / Experience Designer

- Facilitated requirement gathering through client workshops to ensure a comprehensive understanding of project needs.
- Spearheaded and mentored a dynamic team, fostering collaboration and driving the delivery of exceptional user experiences.
- Leveraged data-driven insights from Google Analytics, to inform the creation of meticulous lo-fi wireframes and prototypes.

Clara Card / Senior Product Designer

- Collaborating with design, growth, product, and engineering to drive product design projects through their entire lifecycle, including research, design, development, and launch using metrics.
- Brainstorm and collaborate to develop new features.
- Perform design quality testing and acceptance.

Vendoo / Product Designer

- Execute and report both qualitative and quantitative research on the user experience.
- Understand and scope the user needs to plan a roadmap
- Create Customer Journey Maps and prototypes
- Perform User Testing.
- Take all this into a user interface that meets all business expectations at a visual and functional level.

Dentsu Creative / UI Designer

- Worked along the UX team to design and prototype
- Worked with the development team to translate the design correctly when implementing websites/apps.
- Created documentation and landing pages for Clients: *Bancolombia, SUFI, Tuya, Mastercard, Davivienda, Comfenalco*

Workep / Digital Designer

- Worked along with the lead product designer to create a design system in place.
- Strategized and designed landing pages that convert.
- Created wireframes, storyboards, user flows, process flows, and site maps to communicate interaction effectively and design ideas
- Conducted user research and evaluated user feedback from different sources.
- Collaborated to create product marketing materials.

2025 | Financial services

Research
AI
UX Strategy
Accounting tech
Visual Design

Google Analytics
Userflow
Pathway / Maze

2022 – 2024 | E-com. Agency

Research
Visual Design
Project leadership
Wireframing

2021 – 2022 | Financial services

Research
UX/UI
Lead team

2020 – 2021 | SaaS Marketplace

Art direction
UX/UI
Data driven design
Research
User Interviews

2019 | adv. agency

UI Design
Marketing
Adobe photoshop
Adobe illustrator

2018 – 2019 | SaaS Productivity

UI Design
UX Design
Illustration
Design

Contract Creative Positions

YR Lead Designer – UX/UI – Personalization & Creation

Led all design efforts for sales and product teams, crafting intuitive UX/UI, mockups, and prototypes for personalized product platforms. Supported sales pitches with compelling visuals and collaborated across teams to deliver user-focused solutions.

LendingFront UX/UI Designer – Financial services

Collaborated within an agile framework, engaging in iterative sprints to systematically gather and refine requirements, develop innovative product designs, create interactive prototypes.