Katdiazriv@gmail.com
Medellín - Colombia

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. Beautifu

Education

- BSc in Psychology - Virtual | 2022 - Areandina **(in Progress)**
- Product Manager - Virtual | 2021 - CoderHouse
- Cognitive Psychology in User Experience - Virtua. ↗ , 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. Vibe coding

Skill set Figma | Figma Make | Sketch | Adobe Xd | Uxpin | Zeplin | Axure RP Adobe Illustrator | Bolt | Lovable

Current Job

CI&T / Product Designer Expert

Driving user-centered design for digital mortgage solutions, with a focus on improving borrower experiences and streamlining complex financial workflows. I collaborate with cross-functional teams to design intuitive platforms, ensure accessibility, and apply behavioral design principles to support decision-making and trust in the lending process.

2025 | Financial services

Research
AI
UX Strategy
Fintech
Visual Design

Google Analytics
Userflow
Pathway / Maze

Past Experience

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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

2025 | Financial services

Research
AI
UX Strategy
Accounting tech
Visual Design

Google Analytics
Userflow
Pathway / Maze

Astound Digital /Senior 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.

2022 – 2024 | E-com. Agency

Research
Visual Design
Project leadership
Wireframing

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.

2021 – 2022 | Financial services

Research
UX/UI
Lead team

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.

2020 -2021 | SaaS Marketplace

Art direction
UX/UI
Data driven design
Research
User Interviews

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*

2019 | adv. agency

UI Design
Marketing
Adobe photoshop
Adobe illustrator

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.

2017 – 2019 | SaaS Productivity

UI Design
UX Design
Illustration
Design

 linkedin.com/in/sukikatu/   dribbble.com/sukikatu   portfolio

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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.

do
it
for
~~love~~ **MONEY**