

Sebastian U Benjumea | Product Designer (UX/UI)

Manizales, Col | Remote & Open to Relocation | sebastianubenjumea.com | [linkedin.com/in/sebastianubenj](https://www.linkedin.com/in/sebastianubenj) | sebastian.urrea.dv@gmail.com | +57 314 400 4006

SUMMARY

Senior Product Designer with 6+ years of experience specializing in high-growth digital products and complex transactional ecosystems. I streamline the path from business goals to engineering by leveraging AI-augmented workflows to accelerate the transition from high-fidelity design to production-ready code. With a proven track record of reducing conversion friction by 33% and driving a 27% sales increase through 0-to-1 launches, I excel at leading 0-to-1 launches and scaling high-performance design systems in fast-paced global environments.

EXPERIENCE

Product Designer | Edyen | March 2025 – August 2025 • Remote

- **Spearheaded the 0-to-1 design of a flagship digital wallet**, transforming a conceptual vision into a high-fidelity mobile ecosystem.
- **Architected a scalable information architecture** for complex financial workflows, prioritizing intuitive navigation and clear user mental models.
- **Established the foundational Design System**, defining the visual language, token structures, and interactive patterns necessary for cross-platform consistency.
- **Integrated AI-driven workflows** into the design process, accelerating ideation cycles and enhancing the precision of engineering handoffs.

UX/UI Designer | Tul | March 2022 – April 2024 • Hybrid

- **Optimized core marketplace funnels**, resulting in a **20% reduction in checkout time** and a **12% boost in conversion rates**.
- **Empowered users with limited digital literacy** by simplifying product cards and cart logic, which **increased task autonomy by 28%**.
- **Restructured the seller visualization layer** to emphasize price transparency, successfully **cutting purchase time by 33%** for key personas.
- **Facilitated end-to-end user research** and field testing to navigate a major business pivot, converting logistics data into high-performing interfaces.
- Scaled a multi-platform Design System, effectively **minimizing front-end friction and shortening implementation timelines** for engineering teams.

Product Designer | Transbank (via Tinet) | September 2022 – April 2023 • Remote

- **Delivered the 0-to-1 design of "Link de Pago"**, enabling micro-merchants to collect remote payments and driving **27% sales increase**.
- **Engineered configurable checkout flows** that allowed merchants to customize payment features and security settings according to their operational scale.
- **Strengthened consumer trust** through the design of secure, professional interfaces featuring micro-interactions that clarify system feedback.
- **Standardized interaction patterns** across the payment ecosystem, ensuring technical feasibility and design integrity in large-scale financial deployments.

PREVIOUS EXPERIENCE

UX/UI Designer | Mowies • Xperience Design • Banco Finandina • SMK Online • Sollers Mass Media | 2018 – 2022

Product Designer | Quqo | Apps Services & Solutions | 2019 – 2021

UI Designer | Rapidplus | 2017 – 2018

SKILLS

Product Strategy | 0-to-1 Product Launch • Conversion Rate Optimization (CRO) • Product Thinking • Data-Driven Design • KPIs & OKRs Frameworks • Business Alignment.

Design & Motion | Scalable Design Systems • Information Architecture • High-Fidelity Prototyping • Interaction Design • Micro-interactions & Motion Graphics.

Research & Process | User Research • Usability Testing • Agile/Scrum.

Workflow Automation | Design-to-Code translation • AI-assisted handoff • Prompt Engineering for UI.

TOOLS

Product & Design | Figma (Expert) • Framer • Linear • Notion • AI Workflows.

AI & Automation | Figma MCP • Cursor • Claude • Antigravity • Codex.

Motion & Creative | Rive • Adobe After Effects • Premiere Pro • Photoshop • Illustrator • LottieFiles.

Research & Analytics | Mixpanel • Hotjar • Maze • Google Analytics.

EDUCATION

Visual Design (BA) | Universidad de Caldas | Manizales, Colombia

LANGUAGES

English | Professional Working Proficiency

Spanish | Native