



**Sebastian U Benjumea**  
Senior Product Designer  
Manizales, Colombia

## Contact

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## Key Skills

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Heuristic Analysis  
User Interviews  
Usability Testing  
Information Architecture  
Wireframing & Prototyping  
Motion Graphics  
UI Design  
Design System  
Accessibility (WCAG)  
Usability Testing  
Metrics / KPIs

## Tools

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Figma / Sketch / XD  
After effects / Rive  
Framer  
Lovable / Claude / Cursor / Antigravity  
Maze / Hotjar / Mixpanel / Analytics  
Illustrator  
Photoshop

## Languages

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English (B2-C1)  
Spanish (Native)

## Education

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Visual Designer  
University of Caldas  
2013 - 2018

## Resume

Senior Product Designer with extensive experience delivering research-driven, data-informed digital products across the full design lifecycle. Strong background in user research, usability testing, and translating complex requirements into scalable, user-centered solutions. Expert in Figma for design systems, prototyping, and cross-functional collaboration. Advanced experience in interactive prototyping and motion design using Rive and Framer. I leverage AI tools such as Lovable, Claude, Cursor, and Antigravity to accelerate delivery, support layout and interaction development, and improve handoff and collaboration with engineering teams. Proven ability to partner with product, engineering, and stakeholders to ship high-quality products efficiently.

If this sounds like a good fit, feel free to get in touch.

## Selected Experience

### Product Designer — Edyen

*March 2025 – August 2025 | Remote*

- Designed the end-to-end experience of a flagship digital wallet, contributing to its launch as a core feature of the mobile app.
- Modernized the information architecture in collaboration with product and engineering, improving navigation clarity and usability.
- Informed feature prioritization through user research, usability insights, and business requirements.
- Contributed to the design system foundation, helping define visual language, structure, and interaction patterns.
- Used AI tools to support design ideation while streamlining delivery, improving handoff quality, and collaborating closely with developers.

### UX/UI Designer — Tul

*March 2022 – April 2024 | Hybrid*

- Improved end-to-end user journeys across app and web, including home, search, product comparison, purchase, and delivery flows.
- Conducted user research and field testing to validate experience changes during a business model transition, minimizing user friction.
- Used metrics, data, and performance insights to guide design decisions and iterate on critical flows.
- Contributed to the creation and scaling of a design system, improving consistency and cross-team efficiency.
- Adapted user flows to local market needs across multiple countries, supporting regional scalability.

## **Product Designer — Transbank (Tinet)**

*September 2022 – April 2023 | Remote*

- Designed configurable POS form experiences, enabling retail stores to tailor features to operational needs.
- Translated data and product insights into improvements for the checkout experience in collaboration with product and engineering.
- Created micro-interactions and motion behaviors to enhance usability, clarity, and system feedback.
- Ensured smooth delivery by aligning interaction details with technical constraints and implementation requirements.

## **Product Designer — Quqo**

*October 2020 – July 2021 | Remote*

- Researched and designed end-to-end product initiatives (subscription, credit, and loyalty), supporting retention, repeat purchases, and merchant growth.
- Led user research and analyzed product metrics to redesign the homepage and tab bar, improving content structure and access.
- Translated user insights and business requirements into financial and incentive-based product experiences.
- Partnered with engineering during handoff and implementation to ensure accurate delivery.

## **UX/UI Designer — Banco Finandina**

*August 2018 – December 2018 | On-site*

- Redesigned a large-scale financial website end to end, improving usability, content clarity, and overall experience.
- Conducted UX research (interviews, surveys, usability testing) to validate design decisions with evidence.
- Collaborated with cross-functional stakeholders across bank departments to align user needs, business goals, and constraints.
- Delivered production-ready assets and specifications, partnering with engineering to ensure accurate implementation.

## **Additional Experience**

**UX/UI Designer — Mowies** *October 2021 – February 2022 | Remote*

**UX/UI Designer — Xperience Design** *August 2021 – October 2021 | Hybrid*

**Product Designer — SMK Online** *June 2020 – October 2020 | Remote*

**UX/UI Designer — Sollers Mass Media** *November 2019 – January 2020 | Remote*

**Product Designer — Apps, Services & Solutions** *September 2019 – November 2019 | Remote*

**UI Designer — Rapidplus** *June 2017 – May 2018 | On-site*