

Cristian Vélez

UX/UI Product Designer | Cali, Colombia

Email: Velezcristian92@gmail.com
LinkedIn: linkedin.com/in/cristianvelez92
Portfolio: cristianvelezdesigner.vercel.app

PROFILE

UX/UI Product Designer with 5+ years focused on UX/UI product design for enterprise platforms, internal operations tools, and client-facing digital products. Leads UX/UI strategy, design systems, and high-fidelity prototyping that connect user needs with engineering constraints and business goals. Builds interface architecture that supports complex workflows across multi-client product portfolios.

SKILLS

UX Process: User-centered design, User flows, Wireframing, Information architecture, Usability testing, A/B testing
UI and Systems: Design systems, Interaction design, Responsive design, Accessibility design, High-fidelity prototyping, AI assisted prototyping
Tools: Figma, Zeplin, Atlassian, Jira, Confluence, Adobe Suite
AI Tools: Claude, Claude Code, Figma Make, Perplexity, Adobe Firefly
Collaboration: Stakeholder workshop facilitation, Design critique facilitation

PROFESSIONAL EXPERIENCE

UX/UI Product Designer - Cafeto Software

2022 - Present | Cali, Colombia (Remote)

Worked in software development teams using agile methodologies, and collaborated with international stakeholders, both directly and in partnership with the project manager. Over these years, I participated in more than 12 different projects. Here are the most relevant.

DOQMIND Platform

- **Feature Execution and Workflow Scaling:** Designed and launched 20+ core platform features, streamlining complex operational flows and reducing user task friction.
- **Workflow Optimization and Error Reduction:** Redesigned the file upload and approval experience, boosting first-attempt task success rates by 30% to 40% while cutting validation errors.

DOQMIND Viewer

- **Zero-to-One Product Architecture:** Architected a custom document viewer interface from scratch, integrating 30+ interactive toolsets into a unified, high-density layout.
- **Usability and Onboarding Efficiency:** Iterated post-launch designs based on user session tracking, accelerating task completion speed by 50% to 60% and flattening the learning curve.

Omega Security

- **Logistics and Record Processing:** Digitalized manual paper-logging processes into automated digital entry forms:
  - **Visitor Registration:** Cut average check-in time from 30 seconds to 10 seconds.
  - **Package Intake:** Reduced package logging time from 45 seconds to 20 seconds.
  - **Incident Reporting:** Streamlined manual incident reporting from 5 minutes to 1 minute (an 80% operational time reduction).

Web and Dashboard Solutions (Le Grand Français Bakery and CIAT)

- **E-Commerce and Digital Sales Channel (Le Grand Français Bakery):** Designed a public-facing catalog showcasing 50+ detailed products, establishing a direct-to-consumer sales channel that generated 250 direct transactions in its first month.
- **Cross-Border Data Visualization (CIAT):** Designed an interactive dashboard unifying 30-40 country-specific indicators across 3 regions, delivering clear data visibility for enterprise decision-making.

Visual Communication Designer - Cafeto Software

2020 - 2022 | Cali, Colombia

Led visual communication initiatives and end-to-end design assets for internal and external channels, later evolving into a UX/Product Design role.

- **High-Volume Visual Production:** Produced 500+ digital and print corporate design assets, including internal newsletters, communication boards, digital signage, social media banners, and web graphics, maintaining strict brand alignment across all channels.
- **Cross-Functional Brand Support:** Served as the central design partner for HR, EHS (Environmental Health and Safety), and internal teams, delivering graphic solutions for recruitment drives, safety protocols, and company-wide initiatives.
- **Brand Identity and Sub-Branding Architecture:** Developed brand identity systems and visual guidelines from the ground up for the main company and its sub-entities, product lines, and digital platforms.

Visual Communication Lead and 3D Artist - Bigjonan Studio

2016 - 2019 | Buenos Aires, Argentina

- **3D Spatial Design and High-Volume Pitching:** Concepted, modeled, and rendered 200+ custom exhibition stand proposals using specialized 3D software, delivering photorealistic visualizations that drove high-value client acquisition across major industry expos (e.g., Oil and Gas).
- **Web Design, Lead Generation and Sales Conversion:** Designed and maintained the company website, capturing 100+ inbound leads and achieving a 20% pitch-to-sale conversion rate for custom stand construction.
- **Large-Format Pre-Press and Production:** Prepared high-resolution production files for physical stand structures, ensuring prepress accuracy for large-format print wraps, signage, and trade show displays.

EDUCATION

Bachelor's Degree in Industrial Design - Icesi University, 2015
UX / UI Design Professional Certificate - Coder House, 2021

LANGUAGES

English: B2
Spanish: Native