



Maria Angelica Rodriguez R

Product Designer

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Bogota, Colombia

Skills

User Experience (UX)
Information Architecture
Interaction Design
Design Systems
Prototyping
User Research
Web Design
Illustration
Critical Thinking

Graphic

Figma
FigJam
Figma Make
Sketch
Chat GPT
Gemini
Adobe Suite
Invision
Marvel
ProCreate
Miro
Webflow

Languages

Spanish
English

Profile

Product Designer with +7 years of experience transforming complex challenges into high-impact digital experiences, aligning user needs with business objectives across large-scale platforms. I excel at navigating ambiguity with autonomy and possess a strong ability to align diverse stakeholders, translating strategic goals into systemic and scalable solutions.

I combine a curious mindset with rigorous organization to establish processes that optimize design workflow efficiency. My approach ensures impeccable deliverables, where technical structure and visual precision guarantee high-quality execution and seamless implementation.

Experience

Mercado Libre Colombia LTDA.

UX Designer

Septiembre 2020 - December 2025

Led the design strategy for the Cross Border Trade (CBT) business unit, transforming complex logistics and registration processes into efficient workflows for sellers across the US, China, and Hong Kong. I optimized global conversion rates and ensured consistent communication that directly impacted Latin American buyer trust, effectively scaling the international sales experience within the Mercado Libre ecosystem.

Figma Advocate Colombia

Figma Colombia

March 2020 - June 2022

As a community reference, I led knowledge-sharing initiatives focused on interface design and development cycle optimization. I facilitated the adoption of collaborative methodologies within Figma, driving best practices that bridge the gap between design, testing, and technical implementation to elevate industry standards across the region.



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Experience

InstaLeap

Product Designer

January 2020 – August 2020

Designed and optimized last-mile logistics platforms for major retailers such as Walmart, Grupo Éxito, and D1. My role focused on simplifying logistical complexity through research-based solutions and user testing, transforming operational requirements into intuitive interfaces that improved technical support efficiency.

Actively contributed to the creation and scalability of the Design System, participating in the definition of components and graphic assets to standardize the experience. This ecosystem ensured visual consistency and optimized execution timelines across design and development teams.

Discover Study Travel

Visual Identity Design

Bogota, Colombia 2019

Executed a comprehensive redesign of the brand's visual ecosystem, establishing systemic guidelines to standardize corporate and digital communications. My work focused on ensuring visual consistency across all touchpoints, developing a graphic language that strengthened the company's identity and optimized the production of both digital and physical assets.

Education

AI-Driven Design Workflows & Advanced Systems in Figma

Mercado Libre Colombia LTDA. - Bogota, Colombia

2024 - 2025

Webflow Essentials Course

Udemy

2020

Graphic Design

Jorge Tadeo Lozano University - Bogota, Colombia

2016 - 2020

Intro UX Design

General Assembly - Webinar

2019