

I'm Luis Guillermo Calderin Ayubi, a Product Designer and Senior UI Designer, based in Barranquilla, Colombia. Graphic designer since 2015, with a specialization in interface design since 2021. Since then I've worked in the Latin American financial sector, with high-impact projects at some of Colombia's largest banks, and since 2026 I've expanded my profile toward product design. My focus spans from product vision to the final interface: scalable design systems, well-structured flows, and close collaboration with product and development teams under agile methodologies.

UX/UI EXPERIENCE

Aug. 2021 – Feb. 2026 4 years 7 months	Product Designer Senior UI Designer <i>PRAGMA · Colombia, Remote</i> - Designed interfaces for high-impact digital financial products, working on key accounts in the Colombian banking sector. - Built and maintained design systems in Figma, ensuring visual consistency across platforms and teams. - Participated in UX processes alongside the team: user interviews, information architecture and A/B testing. - Collaborated with product and development teams under agile methodologies (Scrum/Kanban). Senior UI Designer · Redeban · Jul. 2025 – Jan. 2026 UI Designer for an internal platform; reorganized and established the foundations of Redeban's design system. Mid UI Designer · Itaú Bank Colombia · Sep. 2024 – Feb. 2025 UI Designer for the corporate banking sector; contributed to the bank's institutional design system. Mid UI Designer · Bancolombia · Feb. 2022 – Mar. 2024 UI Designer for Bancolombia Personas and Grupo Bancolombia products; contributed to the corporate design system.
Jul. 2018 – Aug. 2021 3 years 2 months	Junior UX/UI & Graphic Designer <i>Making Apps Soluciones Ambar S.A.S · Barranquilla</i> - Designed digital platforms and user interfaces for clients across different industries. - Created logos, visual identities and advertising pieces for brands as a graphic designer. - Interactive prototyping and participation in discovery sprints with multidisciplinary teams.

GRAPHIC DESIGN

Jan. 2017 – Jun. 2017	Multimedia Designer · NativApps Barranquilla Motion graphics, After Effects animation and digital design tutoring at Next U.
Sep. 2017 – Dec. 2018	Graphic Designer · Sin Filtro Barranquilla Visual communication design, advertising campaigns and editorial production.

SKILLS

Figma

Webflow

Bubble.

Illustrator

Photoshop

After Effects

Design Systems

HTML & CSS

Prototyping

EDUCATION

Professional Graphic Designer
Universidad Autónoma del Caribe
Graduated 2015

Courses on Platzi and other platforms
Certificates available on LinkedIn

LANGUAGES

Spanish
Native

English
Intermediate