

LUISA OVIEDO



UX/UI & Product Designer

Innovation-Driven

Creative Guide

As a designer, I bring together vision, intuition, and human sensitivity. I see **Design as a living practice** that connects strategy, creativity, and purpose to create meaningful and transformative experiences.

Contact me

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Cali, Colombia

Key Professional Experience

Oct 2024 - Mar 2025

Product Designer, MTI America (LeanTech)

Designed digital solutions for healthcare and insurance, combining **product discovery, prototyping, and usability testing**. Turned insights into accessible, responsive experiences that aligned business goals with user needs.

Highlights:

- Redesigned key user journeys, reducing friction.
- Introduced UX metrics (NPS, CSAT) to track impact

Jun 2022 - Oct 2024

Senior UX/UI Designer & Researcher, Quantix (LeanTech)

Designed and optimized **complex digital platforms** with a **user-centered approach**, improving both efficiency and usability. Worked closely with cross-functional teams, helping build a scalable **design system** and a culture of creativity and collaboration.

Highlights:

- 30% improvement in task efficiency.
- Created a reusable UI Kit and clear design-dev handoff process.

Oct 2018 - Feb 2021

UX Lead, Teaté

Led the **full design process** of a micro-merchants app, from research to launch, managing a small team of three people. Built an **adaptive design system** and **applied human-centered design** to drive **product growth**.

Highlights:

- 15K+ active users in the first year.
- Fewer support tickets and improved usability.

Education



Master's in Management for Social Innovation, Icesi University, Colombia

Bachelor's in Industrial Design, Icesi University, Colombia

Vocational Degree in Culinary Arts & Pastry

Escuela Gastronómica Mariano Moreno, Colombia

Skills

UX Research • Usability Testing • Design Thinking • Product Discovery • Prototyping • Design Systems • Accessibility • Storytelling • Workshop Facilitation • Metrics & KPIs • Innovation Management

Languages

Spanish (Native)
English (Advanced)
Italian (Intermediate)

Tools

Figma • MixPanel • Google Analytics • HotJar • Maze • MouseFlow • Office Mailchimp • Miro • InVision • Zeplin • Jira • Notion • Adobe Suite

Independent Projects

Reverso: Experimental space connecting food, art, science, and design to explore creativity through sensory and collaborative experiences.

(des)cotidiana: Creative platform that celebrates everyday life and explores creativity as a spiritual and transformative practice through art, reflection, and design.

Other Professional Experiences

UX Mentor

NIDO, Gob. Valle del Cauca
Jun 2025 - Nov 2025

Lead of Product

SportsCrowd
Mar 2024 - Sep 2024

Strategic Design Consultant

Independent
Nov 2022 - Sep 2024

UX Designer

Tigo Colombia
Feb 2021 - May 2022