

# Luis Caracas

Sr Product Designer | UX/UI | Design Systems | B2C - BCB - SaaS | AI-Assisted Design Workflows

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 10+ years of experience delivering end-to-end digital products across B2C, B2B, and SaaS environments for global brands and high-growth startups. Expert in translating complex workflows into elegant, clear, and conversion-optimized user experiences. My expertise covers discovery and information architecture through high-fidelity prototyping and design systems.

Proven track record of data-driven design: drove a 19% increase Bring Your Own Device in closed orders at Verizon (Publicis Sapient), contributed to 6% service payment adoption growth at Stori Card (1.2M users), and accelerated team prototyping speed by 35% through design system architecture at Carroya. Cross-functional collaborator — embedded with PMs and engineers to ship business goals, pixel-perfect and accessible UI in fast-paced, ambiguous environments.

## CORE COMPETENCIES

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End-to-End Product Design • UX Research • UX Strategy & Information Architecture • Interaction Design & Visual Hierarchy • Journey Mapping • Design Systems & Components Architecture • Data-Driven Design & CRO  
Accessibility & WCAG • Rapid HQ Prototyping • User Testing & A/B Testing • B2C / B2B / SaaS • Cross-functional Collaboration (PM & Engineering) • Agile / Startup Environments • AI-Assisted Design Workflows

**Design & Testing Tools:** Figma (Ui Design, Prototyping, Design Systems) • Maze • UserTesting • Hotjar • EyeQuant • Adobe Creative Suite • AI Tools (Claude Code + Figma, Cursor, DALL-E, Midjourney, Firefly, Lovable)

## PROFESSIONAL EXPERIENCE

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### Publicis Sapient | Sr Experience Designer 2023 – 2026

Client: Verizon — Telecommunications | B2C | Web & App

- **E2E Design Flow:** I handled the design of the end-to-end design process for Bring Your Own Device — sales flow serving 60K+ monthly users — E2E journey mapping through high-fidelity Figma prototypes — **resulting in a 19% increase in closed BYOD orders.**
- **Data-Driven CRO:** I Applied data-driven design methodology (UserTesting, A/B testing) to identify friction points and reduce checkout steps from 19 to 15, achieving a 3.2% boost in conversion rate.
- **UX Principles & Accessibility:** Enforced visual consistency, accessibility standards, and clear interaction patterns across Web & App platforms, ensuring a cohesive and performant experience at scale.
- **Cross-functional Collaboration:** Constantly collaborated with product managers and engineering teams to ship business goals, clean UI deliverables under agile sprint cycles, advocating for the user voice in roadmap definition, and requirements discussions.

### Stori Card | Sr Product Designer 2022 – 2023

Fintech Startup | B2C Superapp

- **E2E Product Design:** I Designed end-to-end design for 4 new product verticals (Service payments, Giftcard, Topups, and Payment links) — handled user flows, wireframes, and high-fidelity UI — **contributing to a 6% increase in service payment adoption across a 1.2M user base.**
- **Complex Workflows → Simple UX:** Translated ambiguous, fast-moving business goals into shippable, user-centric features, balancing clarity and visual elegance under tight startup deadlines.
- **UX Principles & Accessibility:** Applied UX principles (visual hierarchy, clarity, consistency) to design intuitive B2C financial experiences, ensuring accessibility and brand alignment across all touchpoints.

- **Collaboration & Iteration:** Partnered with PMs and engineers to define interaction specifications, maintain design-to-dev handoff quality, and iterate based on usability testing feedback.

## Aval Digital Lab | **Design Systems Lead** 2021 – 2022

*Car Seller Ecosystem | B2C | Web*

- **Design Systems Architecture:** As a Design System Lead I architected a scalable, comprehensive design system in Figma — components, auto-layout, tokens, interaction patterns — **increasing prototyping speed for 4 design squads by 35%**.
- **Scalability & Adoption:** I helped to drive 80% adoption of the design library across product and engineering teams by establishing clear documentation, accessibility guidelines, and visual consistency standards.
- **Leadership:** Mentored squad designers on component-based design thinking, accessibility best practices, and design system governance, and adoption.

## Bank of Bogotá | **UX/UI Designer** 2020 – 2021

*Banking Services | B2B SaaS | SME Banking Portal*

- **E2E Design Lifecycle:** Orchestrated the complete design lifecycle — discovery, stakeholder workshops, journey mapping, information architecture, and high-fidelity UI — for a new B2B banking portal targeting entrepreneurs and SMEs. (User Interview, User Testing, User Personas, Journey Mapping, Competitive Analysis)
- **Complex Workflows → Simple UX:** Designed the UX for a 2FA mobile security application, translating complex security protocols into an intuitive, accessible, and elegant digital experience.
- **Design Systems & Consistency:** Defined comprehensive UI libraries and design guidelines to ensure cross-platform visual consistency and accelerate MVP development across engineering teams.
- **Stakeholder Collaboration:** I led discovery workshops with cross-functional stakeholders to align complex SME business requirements with user-centric product solutions.

*Additional experience at Bolívar Insurances & El Tiempo (Publishing) — B2B & B2C digital products*

## EDUCATION & CERTIFICATIONS

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**Master in Web Design: UX/UI** — ESDesign Barcelona

**Bachelor in Graphic Design** — UAO, Cali, Colombia

**Latest Certifications (2025–2026):** Gen AI & Creativity • DALL•E Mastery: Create Impressive AI Art • Analyzing Data for Insights • Intermediate AI Prompt Writing • AI for Personal Productivity • 5+ additional certifications in AI, design research, and analytics.