

# LUIS CARLOS BARBOSA MONSALVE

## Senior AI Digital Product Designer

+57 312 368 1164

luiscarlosbar01@gmail.com

www.luis-barbosa.com

www.linkedin.com/in/luiscbarbosam

### Perfil profesional

Senior AI Digital Product Designer with 14+ years of experience driving digital transformation across complex industries including Fintech, E-commerce, Logistics, and HealthTech. Specialized in scaling high-impact products through User-Centered Design (UCD) and Artificial Intelligence. Proven expertise in streamlining multi-entity transactional experiences for leading brands (Grupo Aval, Itaú, DataCrédito) by integrating Design Systems and Agile methodologies.

### EDUCATION

Specialization in "Interaction Design, User Experience, and Usability"

Universitat Oberta de Catalunya - 2022 - In progress

Bachelor's Degree in Advertising with an Emphasis on Digital Advertising and Visual Design

Universidad Central de Colombia. - 2016

Associate Degree in Audiovisual and Multimedia Production

Universidad de Bogotá Jorge Tadeo Lozano. - 2011

Technical Degree in Graphic and Advertising Design

Instituto Colombiano de aprendizaje. - 2007

### CERTIFICATIONS

Advanced UX Course

Platzy - 2024

Artificial Intelligence for Product Discovery and Product Design

Platzy - 2023

Advanced UX Design

Coderhouse - 2021

Digital Marketing

Cámara de comercio de Bogotá - 2019

Web Design for WordPress Platform Development

Udemy -2018

Digital Marketing and Social Media

Cymetria - 2015

UI and UX Interface Design

Platzy - 2015

Front-End Web Development

Cymetria - 2014

Basic Web Design

Cymetria - 2013

### EXPERIENCIA PROFESIONAL DESTACADA

#### ADL (Aval Digital Labs) | Senior Product Designer

04/2024 – Presente Direct Supervisor – Catalina Herrera, UX Lead – +57 316 8724066

Led the design of cross-bank flows for QR payments, remittances, and transfers, integrating solutions for the five banks of Grupo Aval. Through AI-driven sentiment analysis and SUS/CSAT metrics, we achieved a 35% reduction in user effort (CES), enhancing the multibank experience.

#Fintech #Multibanking #Payments #UXResearch #AI\_Strategy #DesignSystems

#### Banco Itaú (Multiplica) | UX /UI Designer

03/2023 - 04/2024 Direct Supervisor – Alejandra Jimenez, UX Lead – +57 317 4903404

Redesigned the biometric authentication flow, reducing login abandonment by 18%. Also optimized the digital onboarding process, increasing conversion by 12%.

#Banking #Biometrics #OnboardingExperience #AtomicDesign

#### Pulpo MX | Product Designer UX/UI

03/2021 - 03/2023 Pablo Sosa, Co-founder – +52 1 55 1471 5018

Designed Pulpo's logistics ecosystem, including the fleet management platform, PulpoPay wallet, and driver app. Implemented data-driven predictive dashboards to improve operational efficiency.

#SaaS #Logistics #FleetManagement #Fintech #B2B #PredictiveDesign

#### Datacrédito (Experian) | UX/UI Team Leader

03/2021 - 04/2023 Direct Supervisor – Rocío Vargas, Product Manager – +57 304 5801623

Simultaneously led the MiDatacrédito (B2C), BuscaCrédito (Marketplace), and Verifica (B2B) products, establishing research processes and design methodologies. Implemented Lean UX, reducing prototyping times by 25%.

#TeamLeadership #CreditScore #Marketplace #LeanUX #DesignOps

#### Sophos Solutions | Analista de Diseño UX/UI

09/2020 - 03/2021 Camilo Cano, Product Lead – +57 301 633 6688

Designed the user experience for the Tuya Digital Card with a focus on banking security. Also digitized the medical leave management portal for Colsanitas, improving operational efficiency in the healthcare sector.

#DigitalCard #HealthTech #SecurityUX #InsuranceDesign

#### Pragma | Analista UX Senior (Consultoría)

08/2019 - 09/2020 Emerson Guerrero, Design Lead – +57 319 2477545

Optimized the checkout process for Éxito and Carulla, increasing the average ticket by 15%. Digitized the FGI Real Estate and Arquitectura y Concreto portals. Designed solutions for Seguros Mundial, Nosotras, Protección, and ClickAm, including a COVID-19 management app for Argos and Celsia.

#Ecommerce #PropTech #Retail #ServiceDesign #AgileConsulting

# LUIS CARLOS BARBOSA MONSALVE

## Senior AI Digital Product Designer

+57 312 368 1164

luiscarlosbar01@gmail.com

www.luis-barbosa.com

www.linkedin.com/in/luiscbarbosam

### SKILLS AND COMPETENCIES

UX Strategy and Vision, Design Thinking, Heuristic Evaluation, User Flows, Customer Journey Mapping, Information Architecture, Data Analysis and Accessibility, Responsive Web Design, E-commerce, Interaction Design, User-Centered Research, Interactive Prototypes, Design Systems, Project Documentation, Service Design, CSS/HTML, Photography, Design Ops, Usability Testing, Wireframing, Product Discovery with AI, Metrics Integration (SUS, CSAT, CES), Scalable Design Systems Management.

### IA SKILLS

AI-driven product discovery, data-powered experience design, sentiment and user behavior analysis with machine learning, conversational design for chatbots and virtual assistants, predictive prototyping with AI, usability metrics integration (SUS, CSAT, CES), and scalable design systems management enhanced by artificial intelligence.

### SOFT SKILLS

Empathy, Leadership, Responsibility, Creativity, Autonomy, Commitment, Kindness, Teamwork, Respect, Confidentiality

### TOOLS

Figma, FigJam, Figma Slides, Figma Make, Adobe XD, Illustrator, Photoshop, Sketch, InVision, Zeplin, Miro, Mural, Axure RP, Balsamiq, Overflow, Principle, Framer, Webflow, ProtoPie, Justinmind, Marvel, Origami Studio, Uizard, Galileo AI, Diagram AI, Optimal Workshop, Maze, Userberry, Hotjar, Lookback, UsabilityHub, Crazy Egg, FullStory, Mixpanel, Amplitude, Google Analytics, Microsoft Clarity, Pendo, Contentsquare, Dovetail, Airtable, Notion, Mizanpel, Jira, Confluence, Trello, Asana, Monday.com, Slack, Teams, Google Drive, Office 365, Copilot, Claude, Grok, Nano Banana, ChatGPT, MidJourney, DALL-E, Runway, Perplexity, Stable Diffusion, Gemini, Poe, Recraft, ElevenLabs, Synthesia, Lumen5, Fireflies.ai, Otter.ai, Descript, Jasper, Writesonic, Gamma, Rewind AI, Creatie AI, HubSpot, Salesforce, Zoho CRM, Pipedrive, Freshsales, Intercom, Zendesk, Mailchimp y Marketo.

### METHODOLOGIES

Design Thinking, User-Centered Design, Double Diamond, Lean UX, Service Blueprinting, Agile, Scrum, Kanban.

### LANGUAGES

Spanish: Native  
English: B2  
Portuguese: A2

### PROFESSIONAL EXPERIENCE

#### Merqueo | Product Designer (Operaciones)

11/2018 - 08/2019 Direct Supervisor – Sebastián Amaya, Design Lead +57 311 461 5968

Designed Picking and Packing apps for last-mile operations, reducing warehouse errors by 30%.

#Logistics #LastMile #OperationsUX #IndustrialDesign

#### IPCOM Network - Invideo App | Analista de Diseño UX/UI

07/2017 – 08/2018 Jefe inmediato - Andrés Otero - CEO +1 (305) 409-6912

Designed the end-to-end experience for cloud communication platforms in IP telephony, including the Invideo and Tokamovil apps, focused on SaaS and VoIP environments.

#VoIP #SaaS #CommunicationUX #MobileDesign

#### IQ Outsourcing | Analista de Diseño UX/UI

03/2012 - 04/2015 Jefe inmediato - Diego Rubio - Arquitecto de solu. +57 301 560 0655

Led the design of the Digital Electronic Document for Davivienda, driving the bank's digital transformation. Also designed and maintained the Tifin Multiclient document management platform, developed mobile apps for document visualization, and created internal portals for the company's BPO, improving operational efficiency and information accessibility in critical processes.

#BPO #DigitalTransformation #InformationArchitecture #FrontEnd #DocumentManagement #MobileApps #IntranetUX

### PROFESSIONAL REFERENCES

#### Andrés Camacho

Arquitecto de soluciones - Globant

camachoandres88@gmail.com | +57 320 240 3009

#### Ana Hernandez

Senior Growth Product Manager - Nowports

ana.hernandez@gmail.com | +57 311 862 1200

#### Pablo Sosa

Co-founder - Director de Producto - Pulpo

Pablo.sosa@getpulpo.com | +52 1 55 1471 5018

#### Dermot Oconnor

Senior Product Manager - Pulpo

Dermot.oconnor@getpulpo.com | +52 1 55 6327 2620

### PERSONAL REFERENCES

#### Carol botero

Diseñadora Web - Universidad Externado de Colombia

Carol.Boteros@gmail.com | +57 311 231 9064

#### Julio Barbosa

Arquitecto - Amarilo

arq.juliobarbosa@gmail.com | +57 3123 594 8880

#### José Moreno

Arquitecto de soluciones - dLocal

jose.moreno@gmail.com | +57 316 866 1737