

VALDRIE HERNAN DUCON CARDONA

SENIOR UX/UI DESIGNER | PRODUCT DESIGNER

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Profile

Sr. UX/UI Designer & Product Designer | UI Design | AI-Assisted

Senior UX/UI Designer with 5+ years of experience designing digital products across technology, finance, healthcare, banking, automotive, sports, education, logistics, and B2B/B2C SaaS. Experienced in UX strategy, user research, interaction design, wireframing, prototyping, visual design, usability testing, and Design Systems. Strong collaborator with Product and Engineering teams, translating complex requirements into scalable experiences and supporting design-to-development implementation.

Core Competencies

Product Design | UX/UI Design | User Research | Usability Testing | Interaction Design | Wireframing | High-Fidelity Prototyping | Design System & Design Tokens | Accessibility | Data-Driven Design | Design QA | Stakeholder Management | AI-Assisted Design | Agile Collaboration

Professional Experience

Promoted to Senior UX/UI Designer | Shappi inc, Remote

Jan 2026 - Jul 2026

Main Achievement: Built and scaled a centralized design system across 3+ product verticals, improving design consistency and significantly streamlining the design-to-development handoff process.

Led end-to-end UX/UI and product design for B2B/B2C applications, traveler journeys, and internal operational tools. Translated complex logistics, customs, and compliance requirements into intuitive experiences while partnering closely with Product and Engineering to balance user needs, business goals, and technical feasibility.

UX/UI Designer | Shappi inc, Remote

Feb 2025 - Jan 2026

Main Achievement: Reduced digital asset development time by 25% by establishing and standardizing internal visual brand guidelines, improving design efficiency and consistency across teams.

Led end-to-end UX/UI design, from user research and wireframing to interactive prototypes and high-fidelity UI. Partnered closely with Engineering to validate front-end implementation and iterate designs using live analytics and direct user feedback.

Analista II UX/UI | Porvenir Pensiones y Cesantías, Bogotá

Sep 2024 - Feb 2025

Main Achievement: Designed and deployed a multi-brand design system in 4 months, standardizing component nomenclature and visual best practices, reducing interface creation time by 40% and improving design consistency by 20% across 6+ major projects.

Led the design of high-fidelity interactive user flows and prototypes, planning and conducting usability testing sessions with end users to validate design proposals. Maintained and structured custom enterprise design libraries, collaborating with cross-functional teams to ensure scalable and consistent UX/UI solutions.

UI Designer | Casa Toro Automotriz S.A., Bogotá

Mar 2023 - Jun 2024

Main Achievement: Delivered 45+ functional prototypes and contributed to 3+ digital projects, strengthening the company's design practices through the implementation of Design Systems, UI Kits, and structured design methodologies.

Created and maintained Design Systems and UI Kits, developing functional prototypes for web and mobile products. Collaborated closely with development teams to present and validate 45+ prototypes, while supporting multiple projects through improved design methodologies and delivery strategies.

UX/UI Designer | Kubo Mobile, Bogotá

Oct 2022 - Feb 2023

Main Achievement: Promoted and integrated accessible design best practices into digital product development, aligning interfaces with WCAG standards to support inclusive user experiences.

Designed web and mobile applications for banking, multi-level marketing, sports, and e-learning, applying internal UX methodologies to streamline agency project delivery and prioritize design workflows.

User Experience Designer Intern | Universidad de La Sabana, Chía

Jan 2022 - Jul 2022

Main Achievement: Increased user engagement by 40% and content generation by 15% by combining user interviews, usability testing, and A/B testing to optimize product flows and improve the overall user experience.

Mapped existing manual process flows to define the logic and user experience of a new automated system. Conducted 10+ user testing focus groups and collaborated closely with QA to identify usability issues and validate design solutions. Developed wireframes, mockups, and interactive prototypes, contributing to the incorporation of 3 new product features.

Education

● AI Product Design

Memorisely · Currently studying

● Certified Product Manager (CPM)

Coderhouse · Jul 2023

● User Experience (UX) Design Specialization

Grow with Google on Coursera · Sep 2022

● Professional Management & Services

Universidad de La Sabana · Jan 2018 – Aug 2022

Languages

● Spanish - Native

● English - B2

● Portuguese - A2

Tools & Technologies

Design & Prototyping: Figma (Advanced); FigJam (Advanced); Figma Make (Advanced); Figma Motion (Intermediate); Maze (Intermediate); Adobe Creative Suite (Intermediate); Miro (Advanced)

Design Systems & Development: Storybook (Intermediate); Design Tokens (Advanced); HTML (Intermediate); CSS (Intermediate)

AI & Emerging Tools: Claude Code (Intermediate); Claude CoWork (Intermediate); AI-Assisted Design (Intermediate); ChatGPT (Intermediate); Cursor (Basic); Lovable (Intermediate)

Project Management & Collaboration: Jira (Advanced); Azure DevOps (Basic); Stakeholder Management (Advanced)

Quality & Research: Design Systems & Tokens; User Research & Customer Interviews; Usability Testing; Data-Driven Design; QA & Design Quality Assurance.