



LUIS NUÑEZ

Senior Product Designer & UX/UI Consultant

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SUMMARY

Bilingual Senior Digital Product Designer with over 7 years of experience leading user-centered design initiatives for global enterprises (36 M+ users) and startups. Strategic leader in scaling design systems and driving product vision through end-to-end ownership of the design lifecycle. Proven expertise in Figma, design system governance, and data-driven tools (Clarity, Maze, GA4). Adept at orchestrating cross-functional research initiatives, defining UX roadmaps, and aligning stakeholders on business-critical KPIs. Proven track record in DesignOps leadership, product strategy, and mentoring high-performing teams.

EXPERIENCE

Senior UX/UI Designer

Publicis Sapient | Bogotá, Colombia

May 2025 — Present

- Led the UX/UI design for a white-label e-commerce platform serving Verizon Value brands (Total Wireless, Visible, SimpleMobile, StraightTalk, and others).
- Standardized and simplified the plan selection and device purchase flows, improving consistency and usability across multiple brand websites.
- Collaborated with cross-functional teams to integrate AI-powered features that guided users through the purchase process, enhancing conversion rates and user satisfaction.
- Designed upper-funnel marketing experiences to optimize traffic acquisition and engagement across all Verizon Value brand sites.

UX Consultant

Amaris Consulting | Bogotá, Colombia

Aug 2021 — May 2025

- Directed UX design projects using agile methodologies, ensuring alignment with business objectives and user needs.
- Conducted discovery phases, Design Thinking workshops, and created detailed roadmaps and iterative wireframes.
- Developed functional prototypes to ensure a seamless and rewarding user experience.
- Collaborated with product teams to deliver user-centered designs and optimize user journeys.
- Analyzed user feedback and data to improve product usability and accessibility continuously.

UX/UI Designer

Geor | Lima, Perú (Remote)

Oct 2020 — Aug 2021

- Led the design of graphic interfaces and user experiences for multiple projects.
- Managed the internal marketing department, coordinating advertising campaigns and strategies.
- Created customer journey maps and designed MVPs to validate

- product concepts.
- Conducted A/B tests to optimize user experiences and improve conversion rates.
- Collaborated with cross-functional teams to ensure designs were aligned with business goals, improving user satisfaction and reducing support tickets.

Web Designer & Developer

Yoonta | Bogotá, Colombia (Remote)

Sep 2018 — Oct 2020

- Designed and developed digital projects, including e-commerce platforms, real estate websites, and e-learning platforms.
- Worked closely with clients to gather requirements and provide ongoing support.
- Utilized WordPress, HTML, and CSS to create responsive designs optimized for multiple devices and browsers.
- Ensured accessibility and usability across all web platforms.

Brand Manager

Marketing 4acs | Anzoátegui, Venezuela

Dec 2019 — Apr 2020

- Led a team of designers to create graphic identities and social media strategies for new brands.
- Conducted client meetings to gather requirements and provided creative direction for multimedia content.
- Ensured brand consistency across all marketing materials and digital platforms.

SKILLS

- Design Tools: Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, InVision, Balsamiq
- Prototyping & Testing: MVP creation, A/B testing, user journey mapping, usability testing, surveys
- Web Development: HTML, CSS, JavaScript, WordPress
- Project Management: Agile methodologies, Scrum, Jira, ClickUp, Notion, Miro
- Soft Skills: Leadership, problem-solving, emotional intelligence, customer success-oriented

KEY ACHIEVEMENTS

- Designed and launched over 15 MVPs across B2B and B2C platforms, increasing user engagement by up to 30% and improving conversion rates between 10 and 25% through iterative testing and research-driven insights.
- Led cross-functional design efforts with PMs, developers, and stakeholders in agile environments, resulting in faster feature delivery and alignment on KPIs in startups and enterprise SaaS environments.
- Scaled and maintained design systems in Figma for multiple clients, reducing design debt and improving UI consistency and developer handoff efficiency by 40%.
- Redesigned complex digital platforms (e-commerce, real estate, fintech, and e-learning) with measurable improvements in UX metrics such as session time (+20%), bounce rate (−15%), and task completion rate (+35%).
- Mentored junior designers and facilitated design reviews and critiques to elevate team output and maintain high design standards in fast-paced delivery cycles.