



LUIS NUÑEZ

Senior Product Designer & Engineer | AI-Native Product Design

Portfolio: [Portfolio Website](#) | Email: lnunezarnedo@gmail.com | Phone: [+57 3059180017](tel:+573059180017)

SUMMARY

Bilingual Senior Product Designer and Engineer with over 8 years of experience building AI-native digital products and scalable design systems for global enterprises and startups. Deep expertise in human-AI interaction design, agentic workflow integration, and bridging the gap between design and engineering. Proven leader in DesignOps, cross-functional collaboration, and mentoring high-performing teams. Fluent in modern AI tooling, Claude Code, Figma Make, Codex, Copilot, and committed to shaping how intelligent systems are brought into real-world products with clarity, purpose, and craft.

EXPERIENCE

Senior Designer

Slalom Consulting | Bogotá, Colombia | Oct 2025 — Present

- Lead agentic design practice, leveraging tools such as **Claude Code**, **Figma Make**, **Codex**, and **Copilot** to accelerate design-to-engineering workflows and reduce handoff friction.
- Center work on **human-AI interaction design** — shaping how users engage with intelligent, adaptive systems across enterprise products.
- Design and evolve scalable **design systems** that accommodate AI-generated and dynamic content, ensuring consistency at scale.
- Drive **scalable product thinking** across teams, helping organizations integrate intelligent systems into real-world products with clarity and intentionality.
- Act as a bridge between design and engineering, translating complex AI capabilities into accessible, user-centered experiences.

Senior UX/UI Designer

Publicis Sapient | Bogotá, Colombia | May 2025 — Oct 2025

- Led UX/UI design for a white-label e-commerce platform serving multiple **Verizon Value brands** (Total Wireless, Visible, SimpleMobile, StraightTalk).
- Standardized plan selection and device purchase flows, improving consistency and usability across brand websites.
- Integrated **AI-powered purchase guidance** features in collaboration with cross-functional teams, improving conversion and user satisfaction.
- Designed upper-funnel marketing experiences to optimize traffic acquisition and engagement across all brand sites.

UX Consultant

Amaris Consulting | Bogotá, Colombia | Aug 2021 — May 2025

- Directed UX design projects using agile methodologies, owning full discovery-to-delivery cycles across fintech, retail, and enterprise SaaS clients.
- Conducted Design Thinking workshops, defined UX roadmaps, and created iterative wireframes and functional prototypes.
- Collaborated with PMs and engineers to deliver user-centered designs and continuously optimize user journeys based on data and feedback.

UX/UI Designer

Geor | Lima, Perú (Remote) | Oct 2020 — Aug 2021

- Led design of graphic interfaces and end-to-end user experiences across multiple concurrent product tracks.
- Created customer journey maps, designed MVPs, and ran A/B tests to validate product concepts and improve conversion.

- Coordinated cross-functional collaboration to align designs with business goals, reducing support tickets and improving satisfaction.

Web Designer & Developer

Yoonta | Bogotá, Colombia (Remote) | Sep 2018 — Oct 2020

- Designed and developed e-commerce, real estate, and e-learning platforms using WordPress, HTML, and CSS.
- Partnered closely with clients to gather requirements and deliver responsive, accessible, multi-device experiences.

SKILLS

AI & Agentic Tools: Claude Code, Claude Design, Figma Make, OpenAI Codex, GitHub Copilot, Cursor, Midjourney

Design & Prototyping: Figma, Adobe XD, Sketch, InVision, Balsamiq, Adobe Illustrator, Adobe Photoshop

Human-AI Interaction: Agentic UX patterns, AI workflow design, prompt-driven design systems, LLM interface design

Design Systems: Component architecture, token-based theming, multi-brand systems, Figma Variables, Design-Dev Handoff

Research & Testing: Usability testing, A/B testing, Maze, Clarity, GA4, User Journey Mapping, Design Thinking

Engineering: HTML, CSS, JavaScript, React, Angular, Node.js, WordPress, Git

Collaboration & PM: Agile/Scrum, Jira, ClickUp, Notion, Miro, cross-functional facilitation

KEY ACHIEVEMENTS

- Pioneered an **agentic design workflow** at Slalom that integrates Claude Code, Figma Make, and Codex, fundamentally changing how design and engineering collaborate and cutting time-to-prototype significantly.
- Designed and shipped **30+ MVPs** across B2B and B2C platforms, from fintech tools to e-commerce experiences, consistently driving improvements in user engagement and conversion through iterative, research-led design.
- Built and scaled **multi-brand design systems** in Figma for enterprise clients, reducing design debt, accelerating developer handoff, and enabling consistent UI delivery across large distributed teams.
- Led and mentored **cross-functional design teams** in agile environments, establishing design critique culture, elevating team output, and aligning design decisions with measurable business KPIs.
- Collaborated with brands like **Apple, Verizon, Yum! (KFC), Dove, Sodexo, Pluxee, United Airlines, A&E, and more**, helping teams turn complex ideas into intuitive experiences.
- Championed **human-AI interaction design** as a discipline within product teams, translating emerging AI capabilities into clear, trustworthy, and usable experiences for everyday users.