



Giselle Rodríguez

Product Designer

7+ years experience

Bogotá, Colombia

I am a skilled graphic designer with over a decade of experience. I began my career in 2012 as a graphic designer and transitioned to UX/UI design in 2017. I specialize in understanding user needs, simplifying design processes, and creating intuitive digital experiences. My experience includes managing design systems, improving user flows, and conducting usability testing to enhance product design across various industries.

Relevant Work Experience

UX /UI Designer | Streampoint Solutions

Canada- Remote

Current

- Updated and maintained design system components. Utilized Tokens Studio to, streamlining visual identity implementation. Created high-fidelity and low-fidelity prototypes in Figma.

Product Designer | The Possibility Company

USA - Remote

2023-2024

- Contributed to the creation of the Design System, streamlined user flows, and designed components for various devices.

Product Designer Lead | Katapult Commerce

Colombia- Hybrid

2021-2023

- I led the product design process, creating the information architecture, conducting usability tests, and designing new features. I also participated in the handoff of designs to development.

UX/UI Designer | VMLY&R

Colombia- Remote

2020-2021

- Designed digital interfaces, simplified user flows. Updated design system components.

UX/UI Designer | SANCHO BBDO

Colombia

2017-2020

- Created interfaces for digital products, developed high-fidelity prototypes for usability testing, and redesigned design system components

Education and Certification

English Certificate Level B2 | Lingofor.me
2023

Design Thinking Certification | IDF
Bogotá, Colombia
2019

Graphic Design | Escuela de Artes y Letras
Bogotá, Colombia
2009

Skills

Design and Prototyping

- UX/UI Design
- Mobile Design
- High Fidelity Prototyping
- Design Systems

User Experience

- User Research
- Usability Testing
- Simplifying ser Flows

Process & Management

- Informaiton Architecture
- Managing Design Processes
- Handover from Design to Development
- Hiring and Manage Designers
- Agile Methodology

Tools

Design: Figma, Adobe XD, Photoshop, Illustrator

Other Tools: Notion, Miro, Google Workspace, ChatGPT, Wordpress.