

Angie Natalia CALDERON REINA



UX/UI Product Designer

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Nationality: Colombian

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Work eligibility: Willing to relocate to Vienna, Austria. Eligible for the Austrian Rot-Weiß-Rot Karte für Fachkräfte in Mangelberufen. All associated costs will be self-funded.

[LinkedIn](#) | [My Portfolio](#)

EXPERIENCE

UX/UI Designer | Full-time

BRAC SpA, OGR SA, Santiago, Chile | Mar 2025 - Currently | Remote

- Established the first UX design process by **collaborating with 4+ stakeholders and product managers** to translate user research into frameworks, shifting product development to data-driven decision-making.
- Improved design-dev collaboration by **auditing and realigning 40+ mockups to the design system**, reducing back-and-forth in implementation reviews.
- Bridged business goals and user needs by introducing **lean research methods** in 5+ projects, ensuring product decisions were validated with real user insights.
- **Validated 5+ concepts by integrating AI tools** (Gemini for ideation, Figma Make for fast prototyping) to explore design possibilities, refine requirements, and prevent costly changes.

UX/UI Designer | Full-time

Genomawork SpA, Santiago, Chile | Mar 2022 - Mar 2025 | Remote

- Increased conversion rate by 26% by identifying critical **user pain points**, building a business case to secure **stakeholder buy-in**, and leading the end-to-end design process from discovery to production.
- **Reduced design-to-code cycle time by 28%** by implementing structured handoff workflows and collaborating with front-end engineers to update the design system of the company.
- **Led UX strategy for 20+ projects** using systems thinking to balance user needs, business goals, and technical feasibility, improving task efficiency and product outcomes.
- Redesigned **people analytics dashboards and candidate data interfaces** through heuristic evaluation, simplifying complex data tables and filtering systems to make recruitment metrics accessible to non-technical recruiters.

UX/UI Designer | Full-time

Star Solutions S.A, Medellín, Colombia | Apr 2021 - Oct 2021 | Remote

- Increased client satisfaction by 17% by **visualizing concepts from lo-fi wireframes to polished high-fidelity layouts** for 20+ clients across e-commerce, fintech, and SaaS.
- Reduced stakeholder alignment time by 66% by creating high-fidelity prototypes and **detailed specifications that provided clear guidance** for developers during handoff.
- Decreased developer implementation time by 40% through reusable component libraries, **working cross-functionally with front-end engineers** to answer questions and ensure consistent execution.

EDUCATION

Postgraduate Degree in UX & UI Product Design

Innovation & Entrepreneurship Business School | Barcelona, Spain | 2021

Bachelor's Degree in Modern Languages (Focus: Digital Communication)

EAN University | Bogotá, Colombia | 2016 - 2020

CERTIFICATES

Certificate of Completion: AI Fluency Framework & Foundations

Anthropic | Online | 2026

Information Architecture Course with Usaria

Platzi | Online | 2022

LANGUAGES

English - C1 Advanced with EF Set Certificate, 2026 [Official certification process initiated]

German - B2 [Official certification process initiated]

Spanish - native

Portuguese - C2 Advanced with Celpe-Bras Certificate

TECHNICAL KNOWLEDGE

- Figma
- Figma Make
- Gemini
- Miro
- Lovable
- Framer
- Google Analytics
- Jira
- Notion
- Design Systems

Bogotá, 12.03.2026