

Angie Natalia Calderón Reina

UX/UI Product Designer

Bogotá, Colombia · willing to relocate to Vienna, Austria

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Achievements

- Increased conversion rate by 26% and reduced design-to-code cycle time by 28% through structured, data-informed UX processes.
- Cut stakeholder alignment time by 66% with high-fidelity prototypes and clear developer handoff specs.
- Decreased developer implementation time by 40% by building and maintaining reusable component libraries.

Experience

UX/UI Designer

Mar 2025 - Currently

BRAC SpA, OGR SA, Santiago, Chile | 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

Mar 2022 - Mar 2025

Genomawork SpA, Santiago, Chile | 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

Apr 2021 - Oct 2021

Star Solutions S.A, Medellín, Colombia | 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.

Skills

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

Education

Postgraduate Degree in UX & UI Product Design	2021
Innovation & Entrepreneurship Business School, Barcelona, Spain	
Bachelor's Degree in Modern Languages (Focus: Digital Communication)	2016 - 2020
EAN University, Bogotá, Colombia	

Certifications

Certificate of Completion: AI Fluency Framework & Foundations	2026
Anthropic	
Information Architecture Course with Usaria	2022
Platzi	

Languages

- English - C1 Advanced with EF Set Certificate, 2026
- German - B2
- Spanish - native
- Portuguese - C2 Advanced with Celpe-Bras Certificate

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