

CRISTIAN ORTIZ

Product Designer | UI/UX Designer | Design Systems

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PROFILE

Product Designer with 4+ years of experience in UI/UX design, design systems and component architecture. Combines strong craft in Figma with front-end skills (React, TypeScript, Tailwind CSS) to bridge design and implementation, delivering scalable, user-centered digital products for remote, international teams.

EXPERIENCE

Creative UI Designer — Publicis Global Delivery

Feb 2025 – Aug 2026

Remote

- Built a design system for Amica's website redesign, delivering reusable UI components and visual guidelines that streamlined design handoff across the team.
- Created UI assets, and banners for the PayPal account in line with brand standards.
- Partnered with cross-functional teams to launch usability-focused campaigns and keep the brand consistent across platforms.

UI/Graphic Designer & Developer — Terminal Agency

Jun 2021 – Jan 2025

Remote - Freelance

- Created brand identities and user interfaces for 20+ companies, translating business goals into cohesive visual systems.
- Worked with developers to ship responsive, front-end-ready designs, driving an average 30% increase in user engagement.

UI/UX Designer & Web Developer — Eficacia SA

Jan 2024 – Jan 2025

Cali, Colombia

- Led the UX/UI design of the "Conectemonos" portal, unifying 17 platforms into a single ecosystem in under 4 months.
- Defined the information architecture and built a scalable component library.
- Reduced platform-switching time by 40% and increased employee productivity by 25%.

Graphic Designer & Audiovisual Artist — Augmented Island Studios

Dec 2022 – Apr 2023

Remote

- Developed interactive augmented reality experiences, 3D models and textures for clients including Logitech, Rivian and the University of William & Mary.
- Delivered graphic assets for immersive AR projects, strengthening brand consistency and user engagement.

EDUCATION

ICESI University — Interactive Media Design

Jul 2020 – Aug 2025

UI/UX Design, Web Development | GPA 4.5/5.0

MinTIC — Web Development, Front-End Development

Mar 2024 – Sep 2024

SKILLS

Product & UI/UX Design: Figma, Design Systems, Prototyping, Framer, Illustrator, Photoshop, InDesign, After Effects

Front-End Development: HTML, CSS, JavaScript, TypeScript, React, Next.js, Astro, Tailwind CSS

Tools: Storybook, Git, GitHub, Notion

Languages: Spanish (Native), English (Advanced – B2+, verified by EF SET)