ANGELA CAROLINA PULIDO

Bogotá - Colombia | +57 3044188392 | hola@angelacarolinapulido.com | Linkedin profile | Portfolio

SUMMARY

Product Designer passionate about solving human-centered problems through thoughtful design. With a focus on creating solutions that benefit society, I've successfully led the design and launch of large-scale web and mobile projects. My expertise lies in visual design, design systems, and high-fidelity prototyping, with a proven track record of collaborating with cross-functional teams to align product vision with business goals. I specialize in the education, tech, health, and pharmaceutical industries, creating user-centered and accessible experiences that drive meaningful outcomes.

SKILLS

- Design & Research: Product Design, UX Design, Visual Design, User Research, Prototyping, Wireframing, Design Systems, UI Design, Accessibility (WCAG), A/B Testing, Design Tools: Figma, Sketch, Project Leadership: UX Leadership, Project Management, Team Management, Development & Testing: HTML, CSS, JavaScript, Methodologies: Agile Environment

EXPERIENCE

Inmediatum — Jun 2025 - Present
Product Designer — *Remote*
- Led the design strategy and execution through conceptual designs, user modeling, prototyping, functional mockups, and interaction specifications, resulting in a cohesive and user-friendly interface

design:success — 2022 - Jun 2025
Head of UX Design — *Nevada, United States*
- Led the UX/UI vision, defining design principles and processes to align with business goals and user needs.
- Collaborated with stakeholders (Product, Engineering, Marketing) to translate requirements into intuitive, accessible experiences.
- Established scalable design systems to ensure consistency, efficiency, and brand coherence across all products.
- Hands-on in wireframing, prototyping, and high-fidelity designs while overseeing team execution.

design:success — 2024 - 2025
Project Manager — *Nevada, United States*
- Managed cross-functional teams to deliver high-impact digital products (web and mobile platforms).
- Collaborated with stakeholders (Product, Engineering, Clients) to translate requirements into intuitive, accessible experiences.

design:success — Jun 2021 - 2023
Senior Interaction Designer
- Led the UX/UI vision, defining design principles and processes to align with business goals and user needs.
- Led user-centered design initiatives at design:success, utilizing Figma and user research to enhance product design and improve user engagement

design:success — Jun 2021 - 2022
UX Designer — *Nevada, United States*
I drive the design strategy and execution through conceptual designs, user modelling, prototyping, functional mockups and interaction specifications

Ideas Soluciones Empresariales — Sep 2012 - Jun 2025
Director — *Bogotá, Colombia*
- Designed user interfaces for various projects, ensuring compliance with WCAG accessibility standards to enhance user experience
- Created editorial designs for company publications, improving brand consistency and visual appeal
- Developed web designs that integrated design systems, enhancing user engagement and site functionality

PeoplePerHour — Jan 2017 - Jun 2021
Visual Designer
- Designed web and mobile interfaces to improve usability and visual appeal.

WineWorks — Feb 2021 - Apr 2021
Lead User Interface Designer — *Canadá*
- Led the design strategy and execution through conceptual designs, user modeling, prototyping, functional mockups, and interaction specifications, resulting in a cohesive and user-friendly interface
- Conducted user research and problem framing using Figma, and created sketches that improved the design process and enhanced user satisfaction
- Collaborated with development teams to ensure the successful implementation of the experience vision, leading to improved project outcomes and user engagement

Smart Life Path   **Apr 2019 - Nov 2020**
User Experience Design Specialist   *Reino Unido*
- Collaborated on the website interface design for Smart Life Path, focusing on accessibility and modern aesthetics, which enhanced user engagement and satisfaction

Foundard S.A.S   **Feb 2019 - Dec 2019**
UX Designer
- Led the design strategy and execution through conceptual designs, user modeling, prototyping, functional mockups, and interaction specifications, resulting in a cohesive and user-friendly interface
- Conducted user research and problem framing using Figma, and created sketches that improved the design process and enhanced user satisfaction

Morrison Holdings LLC.   **Aug 2018 - Feb 2019**
UX Designer   *Atlanta, GA*
- Designed engaging website popups using Figma, enhancing user interaction and increasing click-through rates
- Ensure consistency with the look and feel of the website
- High-converting and user-friendly designs

buenaPeople.com   **Mar 2018 - Aug 2018**
UX Designer   *Bogotá, Colombia*
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Adopted a user-centered design approach using Figma to rapidly test and iterate designs, enhancing user satisfaction and engagement
- Collaborated with team members and stakeholders using Elastic Search to align design strategies with business goals, improving project outcomes

LANGUAGES

- Spanish (Native)
- English (Proficient)

EDUCATION

Universidad Nacional Abierta y a Distancia   **Jan 2013 - Apr 2020**
Business Administrator   *Bogotá*

ESdesign Escuela Superior de Diseño de Barcelona   **Jan 2017 - Jan 2018**
MA, Web Design & Responsive Development   *Barcelona*

Corporación Universitaria Taller 5   **Jan 2007 - Jun 2011**
Graphic Designer   *Bogotá*

CERTIFICATION

- **Product Design**: FullStack Labs
- **Prompt Engineering: Learn to talk with a generative artificial intelligence**: LinkedIn Learning
- **Design a User Experience for Social Good & Prepare for Jobs**: Google
- **Google UX Design Certificate**: Google
- **Google UX Design Google Program**: Google
- **Responsive Web Design in Adobe XD**: Google
- **Create High-Fidelity Designs and Prototypes in Figma**: Google
- **Build Wireframes and Low-Fidelity Prototypes**: Google
- **Conduct UX Research and Test Early Concepts**: Google
- **Start the UX Design Process: Empathize, Define, and Ideate**: Google
- **Foundations of User Experience (UX) Design**: Google
- **The UI Design Bootcamp**: Scrimba
- **Adobe XD 2017**: Platzi
- **Interface design and UX Design**: Platzi
- **Product Development using Lean Methodology**: Platzi
- **HTML5 and CSS3**: Platzi
- **Git and GitHub**: Platzi
- **Basic program development**: Platzi