Andres **De Moya**

UI/UX · PRODUCT DESIGNER

Barranquilla, Atlantico, Colombia

✉ andresfdemoya@gmail.com | 🏠 andresdm-portfolio-site.vercel.app/ | ⌂ an-dr32 | 🔗 andresdemoya

"Let's bring dreams to life."

Summary

- UI/UX Product Designer specialized in B2B enterprise software.
- Strong in lean UX, design systems, accessibility (WCAG), and mobile-first design.
- Passionate about turning complex problems into intuitive, scalable, and inclusive user experiences.
- Skilled in design thinking, cross-functional collaboration, and agile product development.

Experience

Santa Helena Holdings
Barranquilla, Colombia

LEAD UI/UX PRODUCT DESIGNER

Jan. 2025 – Present

- Leading end-to-end product design for Vachero, a farming ERP focused on finance, inventory, and livestock operations.
- Established a modular design system to speed delivery and ensure consistency across complex data-heavy workflows.
- Collaborating with stakeholders to pilot key modules; early testing shows faster task completion and improved data accuracy.
- Skills: Figma, Invision, Adobe Suite, Product Design, Interaction Design, UX Research, Design Thinking, UX Writing, WCAG/a11y

Codigo Abierto / GDG Barranquilla / TechCaribe
Barranquilla, Colombia

UI/UX PRODUCT DESIGNER

Jun. 2024 – Sept. 2024

- Boosted user conversion by 30% through a complete redesign of a responsive website.
- Led end-to-end UI/UX process: wireframes, user flows, and high-fidelity prototypes.
- Designed the brand identity and digital experience for the TechCaribe Expo event.
- Skills: Figma, Invision, Adobe Suite, Product Design, Interaction Design, UX Research, Design Thinking, UX Writing, Mobile-First, WCAG/a11y

Hensall CoOp via BairesDev
San Francisco, CA (Remote)

UI/UX PRODUCT DESIGNER

Feb. 2022 – Jul. 2024

- Designed and launched ERP UI using Material Design and lean UX methodologies.
- Collaborated with CEO, CFO, and CAO to map workflows across finance, logistics, and operations.
- Reduced task completion time by 200% and decreased user errors by 80%.
- Skills: Figma, Invision, Adobe Suite, Product Design, Interaction Design, UX Research, Design Thinking, UX Writing, Mobile-First, WCAG/a11y

Flipminds.com
Dubai, UAE

UI/UX PRODUCT DESIGNER

Apr. 2018 – Aug. 2019

- Created and maintained scalable design systems for mobile and web products.
- Enhanced core user flows in collaboration with PMs and devs to improve engagement.
- Skills: Figma, Invision, Adobe Suite, Product Design, Interaction Design, UX Research, Design Thinking, UX Writing, Mobile-First

Click: The Agency
Barranquilla, Colombia

UI DESIGNER

Nov. 2016 – Feb. 2017

- Designed mobile-first UI interfaces for local and North American clients.
- Delivered high-fidelity assets and design specs on fast-paced timelines.
- Skills: Figma, Invision, Adobe Suite, Product Design, Interaction Design, UX Research, Design Thinking

Presentation

Read Team BQ meetings sponsored by HackTheBox
Barranquilla, Colombia

SPEAKER FOR <FLIPPER ZERO TO HERO>

December. 2024

- Spoke about the history of the Flipper Zero and its functionality.
- Spoke about specific styles of hacking that can be done with the Flipper Zero and some of its boards.

Skills

DESIGN EXPERTISE

- Product Design, Interaction Design, UX Research, Design Thinking, Human-Centered Design
- Information Architecture, UX Writing, Mobile-first Design, Accessibility (WCAG/a11y)

TOOLS & TECHNOLOGIES

- Figma, Sketch, Protopie, Invision, Adobe Suite, Maya, Blender
- Google Analytics, UTM Builder, VSCode

PROGRAMMING

- HTML, CSS, JavaScript, Python, Arduino

SOFT SKILLS & LANGUAGES

- Team Collaboration, Creative Thinking, Problem Solving
- Spanish (Native), English (Professional), French (Conversational), Italian (Conversational)

Education

Universidad del Norte
Barranquilla, Colombia

CYBERSECURITY UNDERGRADUATE
2023 – 2024

- Participated in cybersecurity undergraduate program taught by cybersecurity field experts.

Ministry of Technologies of Colombia (MinTIC)
Barranquilla, Colombia

FULL STACK DEVELOPER (SOFTWARE PROGRAMMING)
2021 – 2022

- Completed national-level program in web development, databases, and backend architecture.

LaSalle College Institute
Barranquilla, Colombia

GRAPHIC, ANIMATION, MULTIMEDIA AND WEB DESIGN
2013 – 2015

- Specialized in multimedia design for digital platforms, including UI/UX principles.

Extracurricular Activity

Friends of Figma – Barranquilla
Barranquilla, Colombia

MEMBER
2023 – Present

- Active participant in workshops and community events focused on UI/UX design using Figma.
- Contributed to collaborative design critiques and prototyping sessions to improve product thinking.

RedTeam Barranquilla
Barranquilla, Colombia

MEMBER
2022 – Present

- Engaged in cybersecurity training sessions, Capture the Flag (CTF) challenges, and real-world exploit analysis.
- Collaborated with local professionals to analyze vulnerabilities and practice ethical hacking techniques.

Google Developer Group (GDG)
Barranquilla, Colombia

MEMBER
2021 – Present

- Participated in community meetups, DevFests, and hands-on coding workshops on Google technologies.
- Collaborated on open-source initiatives and supported local developer advocacy efforts.