

Camilo Sarmiento

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Summary

Product Designer with experience working on end to end design projects across various industries, including logistics, education, and corporate environments. Skilled in user research, wireframing, interaction design, and prototyping, with a strong ability to translate complex requirements into intuitive B2B and B2C experiences. Adept at managing stakeholder relationships, bridging the gap between design and development through a solid understanding of web technologies, and implementing data-driven design decisions.

Key Positions Held

Product Designer - UPS

4/2020 - Present

Alpharetta, GA 30004

- ❖ Design Lead for a new information exchange application for Customs hold clearance for B2B and B2C to reduce hold clearance times by 30% and save \$1M in brokerage operations.
 - Developed user flow, journey map, and designed customer landing pages for both mobile and web in Figma.
 - Wrote copy for 50+ web pages including user navigation, instructions, and error messages.
- ❖ Designed a new feature for UPS WorldShip software that intelligently provides an updated description for the customer's shipment contents reducing shipment processing time by 20%.
- ❖ Took concepts from low fidelity to high fidelity leveraging UPS design systems to ensure brand consistency for mobile and desktop.
- ❖ Conducted global stakeholder interviews to gather qualitative/quantitative research to inform design decisions. Leveraged AI tools such as ChatGPT to speed up user research collection.
- ❖ Presented designs and gathered feedback during meetings with senior leadership, ensuring alignment with business expectations.
- ❖ Designed enhancements for the UPS Global Customs Portal to 12 countries resulting in 15% brokerage revenue growth.
- ❖ Collaborated closely with software engineers by leveraging knowledge of HTML, CSS, and JavaScript to ensure design concepts were technically feasible, reducing development time and ensuring smooth handoffs between design and development teams.

Head of Instruction - Cornerstone Academic

8/2018 - 3/2020

Suwanee, GA 30024

- ❖ Designed and taught SAT/ACT prep courses as well as teaching Chemistry, Physics, and Math.
- ❖ Communicated student progress to parents, fostering transparency and collaboration.
- ❖ Implemented user testing for exam prep courses, collecting feedback to improve materials and methods.

Video Designer - Randstad - Alcon

2/2018 - 6/2018

Johns Creek, GA 30097

- ❖ Transformed SOP documents into engaging video format for enhanced comprehension.
- ❖ Conducted interviews to identify procedural challenges, integrating user feedback into video content.
- ❖ Maintained CMS for the company website with timely updates using AEM.
- ❖ Utilized Adobe Premiere Pro, After Effects, Photoshop, and Illustrator for content creation.

Graduate Researcher - Cornell University

8/2015 - 5/2017

Ithaca, NY 14853

- ❖ Investigated chemical structures in organic chemistry lab, analyzing data.
- ❖ Presented research findings weekly at group meetings with clear communication.

- ❖ Collaborated to develop optimal research methods for data collection and analysis.

Skills

A/B Testing, User Interviews, Usability Testing, User Personas, Information Architecture and Site Mapping, Interaction Design, Wireframes and Page Layout, Prototyping, Miro, Sprint Planning, Agile Methodology, Figma, Enterprise Product Design, Photoshop, Adobe Creative Suite, Invision, HTML/CSS, JSON, JavaScript, Sketching, Design Systems, Roadmap Development, Data-Driven Design, WordPress

Education

Georgia Institute of Technology – UX/UI Bootcamp Certificate

Atlanta, GA 30332

Hands-on training with user centric-design research, user personas, design thinking, visual prototyping and wire-framing, interface design, storyboarding, visual design theory, web prototyping with HTML5 and CSS, interaction design with JavaScript and jQuery.

Cornell University – Additional Coursework

8/2015 – 5/2017

Ithaca, NY 14853

Cornell University Chemistry PhD Program. Completed Master's coursework and graduate research with David B. Collum. Courses covered organic synthesis, polymer chemistry, physical organic chemistry, and analytical chemistry. Took a Mathematical Methods course involving Python.

University of Georgia – B.S. Chemistry

8/2011 – 5/2015

Athens, GA 30609

Bachelor of Science in Chemistry. Graduated Magna Cum Laude with a minor in Physics.