DIEGO FERNANDO CARDOZO RAMIREZ
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PROFESSIONAL SUMMARY

Senior UI/UX Designer with 20+ years of experience designing user-centered digital products and scalable interface systems. I specialize in creating high-performing web experiences, design systems, and UI frameworks that balance usability, visual quality, and business goals.

I have worked across agencies, startups, and enterprise environments, collaborating closely with product, development, and marketing teams. My approach combines strategic thinking, hands-on design execution, and a strong understanding of user behavior to deliver consistent and measurable results.

Skills: UI/UX Design · Design Systems · Product Design · Prototyping · UX Research · CRO · Responsive Design

WORK EXPERIENCE

Orbit Group Partners (Canada) – May 2022 to Nov 2025
Senior UI/UX Designer

Responsibilities
1. Designed intuitive and scalable user interfaces for web-based applications aligned with business and user requirements.
2. Led requirements gathering and user needs analysis to translate insights into effective UX solutions.
3. Created user flows, customer journey maps, wireframes, storyboards, and high-fidelity prototypes to validate design hypotheses.
4. Collaborated closely with cross-functional teams, including product managers, developers, and stakeholders, to ensure design consistency and quality.
5. Conducted user research, usability testing, and results analysis to continuously improve customer experience.
6. Maintained, documented, and governed design systems, component libraries, and visual guidelines.
7. Supervised and mentored designers, promoting best practices, quality standards, and design consistency across projects.

Key Achievements
1. Managed and delivered UI/UX solutions for 20+ web applications across multiple business units.
2. Improved user efficiency by reducing average task completion time by 22%, enabling faster and more intuitive interactions.
3. Increased overall user engagement by 18%, measured through higher feature adoption, improved interaction depth, and reduced friction across key user journeys.
4. Generated and implemented scalable design systems and component libraries, reducing design and development rework by 30%.
5. Led accessibility initiatives by implementing WCAG standards, expanding reach to users with disabilities and increasing platform inclusivity and compliance.
6. Successfully met 100% of project deadlines, maintaining high design quality and strong stakeholder satisfaction.

BIT-C – Business IT Consulting (Colombia) – Oct 2021 to Apr 2022
Web Designer

Responsibilities
1. Designed and developed responsive websites for e-commerce, corporate, and government projects, ensuring usability and visual consistency.
2. Created digital graphic assets including banners, landing visuals, and social media elements to support digital marketing initiatives.
3. Translated business and design concepts into functional, visually engaging interfaces using Figma, WordPress, and modern web design tools.
4. Analyzed user behavior and engagement metrics to optimize layouts, navigation, and content hierarchy.
5. Collaborated closely with developers, marketing teams, and stakeholders to ensure alignment between design, functionality, and business goals.
6. Supervised visual consistency across platforms, maintaining brand guidelines and responsive standards.

Key Achievements
1. Managed and delivered 10+ web projects within tight timelines, meeting 100% of delivery commitments.
2. Improved user engagement by 20%, measured through increased session duration, reduced bounce rates, and higher interaction with key content areas.
3. Generated responsive and user-centered layouts that increased mobile usability and adoption by 25%.
4. Contributed to digital marketing efforts by generating visual assets that supported campaigns and increased content interaction rates by 15%.

Aviatur (Colombia) – Jul 2012 to Oct 2021
Senior Web Designer

Responsibilities
1. Designed and developed microsites for the Events and Congresses Department, supporting large-scale corporate and social events.
2. Led the Digital Design Team, coordinating designers and collaborating with marketing, technology, and business stakeholders.
3. Designed and optimized websites for associated travel agencies, ensuring brand consistency, usability, and scalable UI patterns.

4. Created and supervised the development of Intranet and Extranet modules, including user flows and interactive prototypes to improve internal operations.
5. Designed and analyzed dashboards for accounting, travel, hotel, flight, and car rental management.
6. Led the design and optimization of email marketing campaigns, improving structure, visual hierarchy, and user experience.
7. Analyzed user behavior and ecommerce funnels to improve website performance, conversion, and retention.

Key Achievements
1. Managed and led the digital design team, successfully delivering 40+ web and digital projects while meeting 100% of quality and delivery targets.
2. Improved overall website performance and user experience, increasing user engagement by 28% across key digital channels.
3. Increased email marketing performance by 25%, measured through higher open and click-through rates after UX and visual optimization.
4. Reduced shopping cart abandonment by 18% by implementing UX improvements and cross-selling strategies across travel products.
5. Generated reusable UI patterns and scalable components, reducing redesign efforts and maintenance time by 35%.

OTHER EXPERIENCES
1. SsoftColombia - Web Designer – Apr 2008 to Jun 2012
2. Latino Consulting - Web Master – Dec 2007 to Mar 2008
3. Web Studio e-solutions - Web Designer – Nov 2006 to Oct 2007
4. Lunel Integración Estrategica - Web Designer – Apr 2004 to Aug 2006

EDUCATION
1. IAB Spain — Digital Marketing Basic Course (2018)
2. Universidad Piloto de Colombia — Systems Engineering (2007 - 2012)
3. Executrain Institute of Information Technology — Graphic Design and Web Administration Technician (2003 - 2005)

CERTIFICACIONS
1. Scrum Fundamentals Certified (SFC)
2. Essential User Experience (UX)
3. EF SET English Certificate 66/100 (C1 Advanced)
4. Web layout with Flexible Box Layout Module