



Luis Caballero

Product Designer based in Berlin

luiscaballero.xyz ↗

hallo.luiscaballero@gmail.com

ABOUT

- Product designer with coding knowledge and a background in graphic design and branding.
- A naturally curious person, always eager to learn new things to expand my skillset.
- Easy-going person who enjoys working in teams.
- Loves creating systems and routines to make work easier and more structured.

WORK EXPERIENCE

Oct 2022 – Oct 2023

Visual Designer (UX/UI) at Raus ↗

Berlin

Defined and implemented the first UX process in the company.

Designed a web-app travel guide, the first entirely in-house developed product.

Optimized the complete booking flow, the most critical feature for Raus.

Supported all teams with their design needs. Worked on a range of projects like store window signs, apparel, magazine ads, presentations and marketing assets.

Jan 2021 – Oct 2022

Web Designer at tink ↗

Berlin

Established Figma as the standard collaboration tool within the company, improving cooperation between Marketing, Content, Design, and Developer team.

Implemented a new workflow for marketing landing pages, covering the entire process from briefing to the final launch. Collaboration between teams improved, resulting in a 30% increase in landing page production speed.

Created and developed the first steps for a design system as a self-initiated project, building standard UI components and design patterns for reuse in user interfaces.

2018 – 2020

Freelance Graphic Designer

Berlin

Supported design agencies with my skills in vector illustration and graphic design.

2015 – 2017

Graphic Designer at The Marmalade ↗

Hamburg

In charge of the visual identity and design standards within the company, collaborating closely with other teams to create pitch presentations, brand assets, and updating the website.

2013 – 2015

Graphic Designer at Factor Design ↗

Hamburg

Assisted Art Directors and Design Leads in creating brand assets and identities for companies such as Gardena, RE/MAX, Brot für die Welt, and COR.

2011 – 2012

Brand Guardian Trainee at Siemens

Erlangen, Germany

Maintained the consistency of the Siemens brand across various platforms and materials by following brand standards and guidelines.

Established a standard system to accelerate brand guidelines corrections.

EDUCATION & COURSES

- 2024 **The Joy of React Online Course**
joyofreact.com ↗
- 2024 **Design Sprint Facilitation & Workshopping Masterclass**
[AJ&Smart](#) ↗
- 2022 **CSS for JavaScript Developers Online Course**
css-for-js.dev ↗
- 2020 **Full Stack Developer Bootcamp**
Le Wagon, Berlin
- 2011 **Deutsche Sprachprüfung für den Hochschulzugang Test Preparation Course**
Georg-Simon-Ohm-Hochschule, Nuremberg
- 2009 **Adobe Desktop Publishing Software Bootcamp**
CICE School, Madrid
- 2006 – 2007 **Completion of two semesters abroad through the ERASMUS Programme**
University of Copenhagen
- 2008 **Bachelor of Arts in Audiovisual Communication**
University of Seville

SKILLS




What I Do

- UX Design
- User interfaces
- Visual Design
- Sketching & wireframing
- Prototyping
- Coding knowledge
- Design systems
- Illustration & icons

Toolbox

- Figma
- Miro
- Adobe Creative Suite
- HTML, CSS, Sass & JavaScript
- Git & Github
- Asana, Trello, Notion
- Loom
- Google searches

Languages

-  English: Fluent
-  German: Fluent
-  Spanish: Native