



Luis Caballero

Product Designer based in Berlin

luiscaballero.xyz ↗

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ABOUT

- Product designer with coding knowledge and a background in graphic design.
- A naturally curious individual, hardworking, and always eager to learn new things and 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

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

Implemented and organized the UX process for updating critical features of the search interface, including research, wireframes, and stakeholder management.

Helped various teams with their design tasks and worked on a range of projects, from store window signs to online shop apparel and magazine ads.

Jan 2021 – Oct 2022

Web Designer at tink ↗

Berlin

Established Figma as the standard collaboration tool within the company for the Marketing, Content, Design, and Developer teams.

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 the first design system, establishing standardized UI components and design patterns for reuse in user interfaces, building consistency in the design process.

2018 – 2020

Freelance Graphic Designer

Berlin

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

2015 – 2017

Graphic Designer at The Marmalade ↗

Hamburg

Maintained the visual identity and design standards, collaborating closely with other teams to create pitch presentations, brand assets, and update 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

- 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
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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