

# PRODUCT LEAD

**Worldwide**

Remote  
Hybrid

I'm  
**Jose  
Sánchez**

**Product 360°**

Banking | Payments  
Agile and AI by Default  
Design Specialist

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# Jose Luis Sánchez C.

Product Lead / Product Designer / UX/UI

I've spent the last 13 years turning key insights into accessible digital experiences that people can actually understand, use, and enjoy ❤️. More than just designing interfaces, I spot clear business opportunities—showing how every UX decision translates into tangible value for both companies and their customers.

My strength lies in bringing together diverse teams—design, development, business, legal, risk, marketing—and helping them work as one. In short: I translate the needs of some into the language of others.

I've led the design of web and mobile applications, financial products, and enterprise platforms that seamlessly integrate front and back office.

I'm a Professional Designer, native Spanish speaker with an intermediate-advanced level of English (B2)

## Professional Experience

**Banco Mundo Mujer** / *March 2021 – April 2025*

Regional leader in microfinance and currently the most profitable institution in the sector — recognized by Forbes. [Forbes](#)

**Product Lead** / *Mar 2023 – Mar 2025*

### Product Area Development & Leadership

- Built the strategic vision and operating models for the Product area.
- Implemented a data- and user-centered framework to guide decision-making.
- Developed a cross-functional collaboration model, leading innovation initiatives with key areas such as Marketing, Compliance, Risk, Legal, and IT.

## **Cultural Transformation – User-Centered & AI-First Mindset**

- Designed and delivered UX workshops across all bank areas.
- Championed a user-centered mindset as an organizational philosophy.
- Drove adoption of AI technologies within key processes.
- Advocated for research and testing methodologies across teams.

## **Savings Account Onboarding**

- Designed digital account-opening flows for financial consumers.
- Reduced friction in the acquisition process, improving conversion and Time-to-Value.

## **Field Credit Disbursement Process**

- Optimized workflow, cutting processing time from 24 hours to 20 minutes (98% improvement).
- Partnered with operations teams to remove friction and accelerate value delivery to clients.

## **Bre-B Implementation & QR Payments *(In Progress)***

- Developed a comprehensive implementation strategy in collaboration with Compliance, Risk, and Legal.
- Defined cross-functional touchpoints and a detailed action plan.
- Built and tested Bre-B experience prototypes, validating usability prior to development. (Bre-B: a revolutionary Colombian payment rail)

## **Banking Super App *(In Progress)***

- Built the full lifecycle roadmap for the upcoming Super App in collaboration with cross-functional areas.
- Developed JTBD frameworks based on user research and iterative testing to define core features.
- Updated, implemented, and managed the end-to-end design system across all digital channels.

## **Product Architect /** *Sep 2021 - Mar 2023*

### **Enhancement of Banking App Features**

- Designed and led the development of digital onboarding flows for Time Deposits, Savings Accounts, and Credit products within the banking app. By March 2025, it had become a key acquisition channel for new products.
- Drove the development of biometric authentication, significantly improving adoption and user experience.

### **Corporate Website**

- Completely redesigned the web UX in compliance with Accessibility Regulation 1519 (2020), reaching 100,000 monthly visits.
- Contributed to the creation of a new design system, ensuring consistency across all digital channels.

### **Agricultural Credit Analyst Platform**

- Designed onboarding flows for micro-entrepreneurs in the agricultural sector.
- Iterated closely with field officers to achieve an efficient and effective UX for the credit evaluation process.

### **Internal Documentation Platform**

- Defined the information architecture and workflows for the organization's documentation platform.
- Improved accessibility and findability of critical information.

## **Senior UX/UI /** *Mar 2021 - Sep 2021*

### **Banking Bot Strategy**

- Contributed to the definition of the bank's upcoming multichannel chatbot.
- Supported the customer service automation roadmap.

## **Isobar - Dentsu**

Global mega-agency, leader in digital marketing and business transformation. Specialized in data and AI applied to marketing.

### **UI Specialist / *Julio 2019 - Febrero 2021***

#### **Financial Institutions**

- Led the design of digital products for leading institutions, including BTG Pactual.
- Developed transactional portals, corporate websites, and digital campaigns for the banking sector: Davivienda / Banco de Occidente.
- Collaborated with teams to deliver complex, regulated financial UX solutions.

#### **Healthcare & Social Security**

- Designed digital portals with a strong focus on usability and accessibility for Colsubsidio and Nueva EPS, improving healthcare access for millions of users.
- Managed the full UX/UI strategy for Comfenalco Antioquia.

#### **Real Estate & Construction**

- Created digital experiences for Constructora Bolívar, a leader in the Colombian real estate sector: websites, digital campaigns, and intranet platforms.

#### **Retail & E-commerce**

- Designed UX/UI strategies for e-commerce portals: Dislicores and Haceb.

#### **High-Impact Digital Campaigns**

- Executed digital campaigns for international brands such as Mastercard.
- Collaborated with multidisciplinary teams (development, strategy, content) to deliver integrated digital marketing solutions.

#### **Methodology & Collaboration**

- Worked directly with development teams using agile methodologies.
- Managed multiple enterprise-level projects simultaneously.

# Hard Skills

## Product Strategy & Leadership

- Product strategy and leadership.
- Roadmap definition and execution.
- Backlog, sprint, and deliverables management / Certified Product Owner.
- Strategic prioritization using frameworks such as RICE and OKRs.
- Creation of value propositions and business plans.

## User Experience & Customer-Centered Design

- User research (interviews, usability testing, heuristic analysis).
- Solution design/validation with a focus on UX, accessibility, and consistency.
- High-fidelity prototyping.
- Design Systems with Figma & Storybook.
- Web accessibility and Colombian regulations (WCAG 2.0 / MinTIC 1519).

## Applied Technical Knowledge

- Architecture and functionality of REST APIs, webhooks, and integrations.
- Frontend fundamentals (HTML5, CSS/SASS, JavaScript, React).
- Experience in fintech ecosystems: payments, wallets, KYC/AML.

## AI Methodologies & Tools

- Scrum, Lean Startup, Design Thinking.
- AI-first tools: Claude, n8n, Gemini CLI.

# Soft skills

- Multidisciplinary leadership & executive communication.
- Data-driven: skilled at identifying and prioritizing based on quantitative insights.
- Continuous learner, always adapting and expanding knowledge.
- Visual thinker: create sketches and frameworks to communicate complex ideas.
- Agile & AI-first: integrate agile methodologies with AI tools to optimize processes and accelerate decision-making.

# Certifications & Training

- Front-End Development: Responsive Design & JavaScript (2014)
- Legal Gamification (2016)
- Scrum Certification (2021)
- Certified Product Owner (2021)
- Google UX Certification: Foundations of UX Design (2021)
- Google UX Certification: Start the UX Design Process (2021)
- Google UX Certification: Build Wireframes and Low-Fidelity Prototypes (2021)
- Innovation SIT (Systematic Inventive Thinking) (2022)
- Innovation & Product Creation (2024)
- Fundamentals of AI for Data & Machine Learning (2024)