

YEISON BEDOYA LOPEZ

SENIOR PRODUCT DESIGNER - UX UI

SaaS • B2B • B2C • Design Systems

WORK EXPERIENCE

DETECTA SECURITY • Product designer June 2024 - April 2026
B2B logistics security • Remote (For Mexico)

- **Led the redesign of Centaurus 2.0 Android App**, including offline-first architecture, voice commands, and Lottie micro-interactions. Outcome: 98% logging accuracy and 120 hours saved per month. This redesign started from identifying that 40% of logs were inconsistent due to connectivity issues.
- **Unified the Monitoring Console** integrating telemetry, VoIP, and automated protocols working closely with the development team and the operations area. Outcome: reporting time reduced from 25 to 15 minutes and 100% audit compliance.
- **Built the Control Tower** that integrates over 300 GPS accounts into a single hub. Outcome: 80% faster incident detection, improving response time.
- **Implemented Design System** with design tokens and WCAG AA accessibility across 3 products improving contrast and visual hierarchy in critical monitoring flows to prevent unintentional errors.

BELOG IT • Product designer February 2023 - April 2024
Software factory • Hybrid (In Argentina)

- **Designed one platform and 6 internal management and supplier applications** in Flutter for iOS and Android in 14 months.
- **Created a Design System** with shared foundations and variations per business line, accelerating development speed.
- **Standardized reusable micro-interaction** patterns across 7 products.

FIERA STUDIO • UX/UI y Motion May 2021 - November 2022
Software factory • Hybrid (In Argentina)

- **Extended Iké Asistencia's brand system** into a digital product for over 2 million users.
- **Designed DemandCloud from 0→1**, a B2B SaaS (onboarding, dashboard, scheduling, and reports) that helped optimize cloud service costs.
- **Created illustrations** for the different webapp products and animations for user actions.

EDUCAEDU • Diseñador UX / UI November 2017 - May 2021
B2C EdTech • Hybrid (In Argentina)

- **Redesigned landing pages** with content and UI strategy. Outcome: +20% increase in enrollments, after identifying that on average 60% of visitors dropped off before completing the enrollment form.

EDUCATION

POSTGRADUATE IN PROJECT MANAGEMENT Ja. 2023 - De. 2023
Universidad Tecnológica Nacional (UTN) • Argentina

DIPLOMA IN UX AND ACCESSIBILITY Jan. 2019 - December 2019
Universidad Tecnológica Nacional (UTN) • Argentina

GRAPHIC DESIGN DEGREE January 2012 - December 2018
Universidad de Buenos Aires (UBA) • Argentina

RECENT COURSES

AI for Designers (Nelson Rodríguez-Peña, 2026)
Metrics and Design (Sol Mesz, 2024)



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📍 Manizales - Colombia (UTC-5)

➦ [Linkedin](#)

➦ [Portfolio](#)

ABOUT ME

Senior Product Designer with 8+ years in the craft. I have a solid foundation in graphic design that guarantees visual quality, and I combine it with business and technology understanding to take every project to its full potential.

I iterate in short cycles, validating every decision based on what the data and user feedback show.

SKILLS

Product Strategy

UX/UI

Design thinking

Prototyping

User Research

Metrics

Design Systems

Visual design

WCAG AA

Motion Design

Agile/Scrum

Figma (Expert)

Html

AI-Assisted Prototyping

Css

Lottie

Hotjar

Notion

Adobe Suite

LANGUAGES

Spanish (native)

English B2