



YEISON BEDOYA LOPEZ

SENIOR PRODUCT DESIGNER

SaaS · B2B · B2C · Design Systems

<https://yeilopez.github.io/me/> · <https://linkedin.com/in/yeilpz>

yeilopez.design@gmail.com

Manizales - Colombia (UTC-5)

PROFESSIONAL SUMMARY

I combine product thinking, UX strategy and systems design to create scalable experiences with operational impact. I iterate in short cycles, collaborate closely with engineering, design and business teams, and adjust decisions based on data and user feedback.

KEY ACHIEVEMENTS

- **Reduced 120 manual review hours/month** and Improved guard satisfaction, increasing NPS by 45% after the Centaurus 2.0 redesign.
- **Built 2 Design Systems from scratch** for 10 products in production.
- **Designed one platform and 6 internal management applications** in Flutter (iOS and Android) in 14 months.
- **Achieved +20% increase in enrollments** for a B2C EdTech platform.

SKILLS

Design methodologies

Product Strategy · UX/UI · User Research · Product Metrics · Design Systems · Accessibility (WCAG AA) · Agile/Scrum · AI-assisted prototyping

Design tools

Figma (Expert) · Lottie · Adobe Suite · Hotjar · Notion

Technical skills

HTML · CSS · Vibe coding

Languages

Spanish (native) · English B2.

WORK EXPERIENCE

DETECTA SECURITY • Product Designer

B2B logistics security • Remote (For Mexico) • June 2024 - April 2026

- **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.
- **Unified the Monitoring Console** integrating telemetry, VoIP, and automated protocols. 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.
- **Implemented Design System** with design tokens and WCAG AA accessibility across 3 products.

BELOG IT • Product Designer

Software factory • Hybrid (In Argentina) • February 2023 - April 2024

- **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 • Diseñador UX/UI y Motion Designer

Software factory • Hybrid (In Argentina) • May 2021 - November 2022

- **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).
- **Created illustrations** for the different webapp products and animations for user actions.

EDUCAEDU • UX / UI Designer

B2C EdTech • Hybrid (In Argentina) • November 2017 - May 2021

- **Redesigned landing pages** with content and UI strategy. Outcome: +20% increase in enrollments.

EDUCATION

- **Postgraduate in Project Management** • UTN • January 2023 - December 2023
- **Diploma in UX and Accessibility** • UTN • January 2019 - December 2019
- **Graphic Design Degree** • UBA • January 2012 - December 2018

Recent Courses: AI for Designers (Nelson Rodríguez-Peña, 2024) • Metrics and Design (Sol Mesz, 2024)