



YEISON BEDOYA LOPEZ

SENIOR PRODUCT DESIGNER

SaaS • B2B • B2C • Design Systems

✉ yeilopez.design@gmail.com

📍 Manizales - Colombia (UTC-5)

➔ [Linkedin](#)

➔ [Portfolio](#)

🚀 ABOUT ME

I work in short iterations, listen to engineering, design, and business teams, and adjust based on what the data and user feedback show.

🔖 SKILLS

Product Strategy

UX/UI

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

📅 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.
- **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

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).
- **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.

🎓 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)