

YEISON BEDOYA LOPEZ

SENIOR PRODUCT DESIGNER - UX UI

SaaS • B2B • B2C • Design Systems

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Manizales - Colombia (UTC-5)

PROFESSIONAL SUMMARY

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.**

KEY ACHIEVEMENTS

- **Reduced manual review time by 120 hours/month: improved route escort 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 • Design thinking • User Research • Product Metrics • Design Systems • Accessibility • Agile/Scrum • AI-assisted design • 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. 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.
- **I developed the Control Tower**, integrating 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

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

- **I designed one platform and 6 internal management and supplier applications** in Flutter for iOS and Android in 14 months.
- **I created a Design System with shared foundations** and business-line variations, accelerating development through shared components and styles.
- **I 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) that helped optimize cloud service costs.
- **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, after identifying that on average 60% of visitors dropped off before completing the enrollment form.

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, 2026) • Metrics and Design (Sol Mesz, 2024).