

Ana María Escovar Velásquez

Senior product designer, research to handoff, AI-powered

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Medellín, Colombia / Work Arrangement: Remote, On-site or Hybrid

I design digital products that connect business strategy with user experience, turning complex problems into clear, scalable, and measurable interfaces.

PROFESSIONAL PROFILE

Product Designer with 9+ years of experience at the intersection of visual design, UX/UI and business strategy. I've led brand ecosystems, 360° campaigns, design systems and supplier management across high-demand digital and print environments. Over the last 6 years I've specialized in UX/UI and frontend, designing optimized interfaces, landing pages, pillar pages and design systems for leading brands (SURA, Bancolombia, Protección, Metro de Medellín). I apply Design Thinking, DesignOps and Atomic Design to ensure consistency, scalability and user-centered experiences, and I weave AI tools (Claude, Lovable, Midjourney, Cursor, Notion) into my workflow. I contribute through critical thinking, empathy and strategic vision, with measurable impact on business results.

SKILLS

Technical: Adobe Creative Cloud & Figma (advanced), UX/UI, Design Systems, DesignOps, Atomic Design, Design Thinking, UX Research, prototyping, wireframing, frontend (HTML, CSS, JavaScript), Prompt Engineering, generative AI (Claude, Lovable, Midjourney, Cursor, Notion), Key Visuals, N8N, accessibility (WCAG 2.1 AA), Shopify.

Soft: Critical thinking, attention to detail, collaborative leadership, effective communication, adaptability and problem-solving.

Languages: Spanish (native), English (intermediate).

WORK EXPERIENCE

Freelance Designer — UPWORK.

(Remote). 05/2025 – Present

- Design UX/UI for landing pages and web products in Figma, from wireframe to prototype and handoff, for DTC and B2B clients in the United States.
- Create editorial and marketing pieces (ebooks, catalogs, email campaigns, presentations) ready for digital and print, with AI tools integrated into the workflow.

UX & Accessibility Designer — DEICOMPANY S.A.S.

(Remote). 12/2025 – 07/2026

- Designed digital and editorial pieces, ensuring 100% compliance with accessibility criteria (NTC 6033, INCI, WCAG 2.1 AA, and PDF/UA) for UNICEF, the Ministry of Education, and ICBF.
- Reduced research and concepting time by integrating AI workflows (NotebookLM, Nanobanana Pro), accelerating asset delivery for high-social-impact campaigns.

Product Designer — L.A. GIRL & L.A. COLORS

Rionegro. 10/2024 – 03/2025

- Led the marketing team and developed visual direction for multiple campaigns, positioning the brand in the competitive professional makeup market through packaging, graphic assets, and point-of-purchase (POP) materials across mall kiosks nationwide.
- Optimized the Shopify e-commerce operation, ensuring 100% of active campaigns were updated on the website in a timely manner.

E-commerce & UI Designer — MAQUILA INTERNACIONAL DE CONFECCIÓN

Sabaneta. 11/2021 – 02/2024

- Managed the simultaneous design of 4 brands in a multitenant CMS across 5 countries, ensuring visual consistency and scalability of brand assets.
- Designed the UI for the corporate website, launch packaging, and physical stores for national and international retail (ÉXITO, SAO); researched and developed key visuals for the 4 brands (Maquila, LittleMic, Mic, and Movies)

E-commerce & UI/UX Designer — TRIARIO S.A.S.

Envigado. 09/2018 – 09/2021.

- Designed digital products (ebooks, landing pages, pillar pages, mailings, infographics) for leading brands: SURA, ARUS, Protección, Fundación Éxito, Metro de Medellín, Cochlear, Isagen and Bancolombia.
- Standardized landing page and pillar page production, accelerating delivery times across multiple corporate accounts simultaneously.

Editorial Designer — Comunidad Gestión y Desarrollo.

Medellín. 03/2017 – 01/2018.

- Sustained recurring editorial production for the Vida y Salud newspaper and Visión Total magazine, meeting every deadline while maintaining graphic quality in each issue.

E-commerce & Print Designer — Londoño Gómez.

Medellín. 02/2016 – 01/2017.

- Designed multichannel assets (billboards, catalogs, web, and social media) and coordinated large-format production and installation, ensuring campaigns were executed correctly across physical and digital media.

Freelance Designer — SONATA FILMS

(Remote). 08/2016 – Present.

- Design brand identity and marketing materials for sound trade shows and festivals to strengthen brand positioning and ensure visual consistency across digital and print channels.

EDUCATION & CERTIFICATIONS

- Bachelor's Degree in Graphic Design Institución Universitaria Colegiatura Colombiana, Medellín 2010-2015.
- Figma UI/UX Design Advanced (UDEMY, 2025) • AI for Creatives (Absurdiverse, 2025) • AI for UXers (Interface School, 2026) • AI Fluency: Framework & Foundations (Anthropic, 2026) • AI to Maximize Workplace Productivity (U. Católica de Oriente, 2024) • Communication for Difficult Conversations (CESDE, 2024) • Emotional Intelligence for Employment (Comfama, 2024) • UX Ninja, UI Ninja & White Belt- HTML/CSS/JavaScript (DEV.F, 2020) • Inbound Marketing & Inbound Certified (HubSpot Academy, 2020-2021).

REFERENCES

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- Juan Sebastián Arango: Productivity & Process Manager, Triario S.A.S. Tel: +57 301 766 13 00.
 - Cristian Montoya: Lead Designer Maquila Internacional de Confección. Tel: +57 312 662 37 70.