

ANA MARÍA
ESCOVAR VELÁSQUEZ

Product Designer



Email: anaesve333@gmail.com

Location: Medellín, Colombia

Work Arrangement: Remote, On-site or Hybrid

WHATSAPP:

318 274 57 76

PORTFOLIO:

www.anaesve.com

PROFESSIONAL PROFILE

Product Designer with 9+ years working at the intersection of visual design and business strategy. I've built brand ecosystems, 360° campaigns, packaging and supplier operations across high-demand digital and print environments, leading cross-functional teams and making confident decisions under pressure. Over the last 5 years I've specialized in UX/UI and frontend, shipping optimized interfaces, landing and pillar pages, and design systems grounded in Design Thinking, DesignOps and Atomic Design for consistency and scale. I turn complex problems into clear, efficient visual solutions and weave AI tools (Claude, Lovable, Midjourney, Cursor IDE, Notion) into my daily workflow. I work with adaptability, continuous learning and proactivity, and I'm seeking roles where I can contribute through empathy, teamwork and strategic vision, collaborating with multidisciplinary teams and delivering measurable impact on business results.

EDUCATION

2010 - 2015 Bachelor's Degree Universidad Colegiatura Colombiana	2025 Figma UI, UX Design Advanced UDEMY	2026 AI for UXers Interface School	2026 AI Fluency: Framework & Foundations Anthropic
---	--	---	---

WORK EXPERIENCE

- UpWork (Freelance Designer) May. 2025 - Present

- UX/UI in Figma, from wireframe to handoff, plus ebooks, catalogs and email campaigns for DTC and B2B brands in the U.S. Brand-consistent templates in Figma, production-ready files, AI-assisted workflow.
- Sonata Films (Freelance Designer) Aug. 2016 - Present

- Developed graphics aligned with brand identity for participation in trade shows and sound festivals. Designed small- and large-format promotional materials, always ensuring visual consistency.
- Deicompany S.A.S. (UX & Accessibility Designer) Dec. 2025 - Jul. 2026

- Develop digital and print infographics, a protocol and a booklet for UNICEF, the Ministry of Education and ICBF. Leverage NotebookLM to gather accessibility and design research; build a Nanobanana Pro API to generate images from descriptive prompts in a defined illustration style.

- Standards compliance: NTC 6033, INCI, Easy Read, WCAG 2.1 AA and PDF/UA.
- L.A. Girl & L.A. Colors (Product Designer) Oct. 2024 - Mar. 2025

- Led the marketing team and developed campaigns; approved the visual direction of community videos for social media.

- Designed packaging and point-of-purchase (POP) material to stand out in the competitive professional makeup and beauty market, while also handling production and installation coordination.

- Managed the Shopify store and campaign updates on the website.
- Maquila Internacional Confección (E-commerce & UI Designer) Nov.2021-Feb.2024

- Created visual assets for the websites and social media of the four Maquila brands (multitenant CMS across 5 countries), textile design of staff uniforms by campaign or license, plus exclusive launch packaging for each brand.

- POP design for owned stores and big-box retailers such as ÉXITO and SAO. Physical store design at national and international level. UI design for Maquila's corporate website.

- Researched and developed benchmarks and key visuals for the 4 brands (Maquila, LittleMic, Mic and Movies)
- Triario S.A.S (E-commerce & UI/UX Designer) Sep. 2018 - Sep. 2021

- Created innovative digital products, including ebooks, landing pages, pillar pages, thank-you pages, mailings, infographics and blog assets.

- Designed E-commerce and UI/UX experiences for key accounts: SURA, ARUS, Protección, Fundación Éxito, Metro de Medellín, Cochlear, Isagen and Bancolombia (Renting, Plink, Negocios Pyme, Localiza, Reset).
- Comunidad Gestión y Desarrollo (Editorial & Print Designer)Mar. 2017 - Jan. 2018

- Developed editorial and commercial products, managing production and print publications for the Vida y Salud newspaper and Visión Total magazine.

- Designed and produced social media pieces and large-format print materials for events.
- Londoño Gómez (E-commerce & Print Designer) Feb. 2016 - Jan. 2017

- Small- and large-format print design, such as billboards, catalogs, social media and web assets. Managed production and installation of large-format pieces.

TECHNICAL SKILLS

ADOBE CREATIVE CLOUD

FIGMA

PROMPT ENGINEERING

CLAUDE (ECOSYSTEM)

N8N

KEY VISUALS

DESIGNOPS

ACCESSIBILITY

References

- Juan Sebastián Arango

Productivity & Process Manager

Triario S.A.S.

301 766 13 00
- Cristian Montoya

Lead Designer, Movies

Maquila Internacional de Confección

312 662 37 70

Hobbies

Stationery

Cinema

Music

Packaging