

Cristian Báez

PRODUCT DESIGNER | UX/UI DESIGNER

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SUMMARY

Product Designer with 6+ years in visual and graphic design and 1+ year designing digital products (UX/UI) within cross-functional development teams. Experienced translating complex operational requirements into structured, scalable interfaces, collaborating directly with developers, product managers, and business stakeholders. Strong foundation in visual design, design systems, and interaction design, with hands-on experience in Figma, React-based (MUI) component environments, and AI-assisted design workflows.

CORE SKILLS

UX/UI Design, Product Design, Interaction Design, User Flows, Wireframing, Prototyping, Design Systems, Responsive Design, Developer Handoff, Agile Collaboration, Figma, AI-Assisted Design Workflows, Visual Design, Branding

WORK EXPERIENCE

UX/UI Designer — Sinco ERP

Colombia | 2024 – 2025

B2B ERP platform for the construction and real estate industry.

- Led the redesign of the Billing & Accounts Receivable configuration module, converting a static navigation screen into a centralized dashboard with summarized configuration data — reducing 20 navigation steps to 5.
- Consolidated multiple configuration entry points into a single structured interface, reducing navigation steps by 75% and simplifying user workflows.
- Redesigned the Business Model Configuration flow, improving clarity in accounting-related setup and navigation logic.
- Collaborated with a cross-functional team of 4–6 developers and business stakeholders to translate operational requirements into scalable interface solutions.
- Worked within a React component-based environment (MUI), contributing to the evolution and consistency of the internal design system.

Graphic Designer — Banco Itaú

Colombia | 2021 – 2024

Creative marketing team supporting digital campaigns and brand communication for one of the largest banks in Latin America.

- Designed digital assets and landing pages for marketing campaigns, ensuring alignment with brand guidelines and campaign objectives.
- Collaborated with designers, copywriters, and marketing managers to produce visual content for digital channels, including motion graphics and social media creatives.

Graphic Designer — Cheil Colombia (Samsung) · Communicate 360

Colombia | 2019 – 2021

- Designed visual assets for marketing campaigns across digital and print channels, including social media content, promotional materials, and brand visuals.
- Supported branding and basic website projects, collaborating with marketing teams to deliver consistent campaign visuals.

EDUCATION

General English Program (B2 Level) – IH Malta 2026

UX/UI Design — Coderhouse, 2022

Bachelor's Degree in Graphic Design — Jorge Tadeo Lozano University, 2013 – 2018

LANGUAGES

Spanish: Native | English: Upper-Intermediate (B2)