

# JEFFERSON GONZALEZ CASTILLO

PRODUCT DESIGNER - UI/UX DESIGNER - DESIGN SYSTEM SPECIALIST

[LinkedIn](#) | [Portfolio](#)

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## ABOUT ME

Senior UI/UX Designer and Design System Manager with 10+ years of experience creating scalable digital products for fintech, banking, e-commerce and enterprise ecosystems. Expert in building design systems from scratch, multi-brand component libraries, governance models, and documentation that bridges design and engineering.

Strong background in creating high-impact user interfaces, establishing design operations, and leading teams through complex product cycles.

Fluent in Spanish and B2 English, currently improving to reach full professional proficiency. Passionate about crafting clean, accessible, and future-proof digital experiences.

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## EDUCATION

### **Foundations of User Experience (UX) Design**

*Google / Coursera, 2022*

### **Master in User Experience Design (UX, UI)**

*Shifta / Elisava, 2021 - 2022*

### **Immersion in UX and Digital Product Design**

*Multiplika Academy, July - October 2018*

### **Graphic Designer**

*Universidad Jorge Tadeo Lozano, 2008 - 2014*

### **Audiovisual Media**

*Universidad Jorge Tadeo Lozano, 2008 - 2014*

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## TOOLS & KNOWLEDGE

Figma, FigJam, Miro, Mural, Whimsical, Maze  
Photoshop, Illustrator, After Effects, Hotjar  
CSS, HTML

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## EXPERIENCE

### Senior UI/UX Designer — Confidential (Payment Sector)

Freelance, August 2023 - Currently

- Built a **cross-platform Design System** for a large payments product, including tokens, architecture, and component guidelines.
- Designed modular UI components improving **consistency and delivery speed** across teams.
- Collaborated directly with engineering, ensuring full adoption and clear implementation standards.
- Improved scalability and accessibility, laying the foundation for long-term system growth.

### Senior UI/UX Designer / Design System Manager

Directv Latam - Vrio, September 2021 - July 2023

- Led the full creation and evolution of the DGO / Directv Go / Vrio Corp Design System.
- Managed a cross-regional team of UI & UX designers, increasing engagement by 30%.
- Reduced design–dev delivery times by 20% through improved processes and component reuse.
- Implemented UX research insights to elevate usability, accessibility, and overall product quality.
- Created a multi-brand system also adaptable to SKY (Brasil).

### Senior UI / UX Designer

McKinsey & Company, July 2021 - August 2021

- Designed the Design System for a major e-commerce redesign project.
- Built multi-device user flows ensuring adaptable, scalable interfaces.
- Participated in user research and interviews to shape product features and usability.

### **Senior UI Designer**

*Banco Pichincha, July 2019 - July 2021*

- Designed intuitive user interfaces for banking, improving user satisfaction scores by 25%.
- Implemented user-centered design processes, enhancing overall product usability and accessibility.
- Promote the creation of a design system for the entire organization, optimizing development and design times, and improving deliveries in each iteration per team.

### **Middle UI/UX Designer**

*Talos Digital, January - June 2019*

- Created visually compelling and user-friendly interfaces for a diverse international client base.
- Collaborated closely with cross-functional teams to ensure design consistency and effectiveness.

### **Middle UI Designer**

*Platzi, July - November 2018*

- Created visually compelling and user-friendly interfaces for a diverse international client base.
- Collaborated closely with cross-functional teams to ensure design consistency and effectiveness.
- Applied UX principles to improve overall user experience and interface design.

### **Middle UI/UX Designer**

*Zemoga / Media Monks, January - June 2018*

- Delivered high-quality UI designs for redesign Walmart and Jet.com, contributing to successful launches.
- Participated in continuous improvement initiatives to refine design processes and outcomes.

### **Junior UI Designer**

*Rappi, June - November 2017*

- Designed user interfaces for mobile applications, focusing on user engagement and retention.
- Collaborated with multidisciplinary teams to optimize user experiences, resulting in increased app usability.

**Creative Web Designer**

*DDB LATINA, April 2015 - May 2016*

- Created impactful web campaigns and digital materials for high-profile clients.
  - Enhanced online presence and brand identity through creative and strategic web design.
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**AWARDS**

**EFFIE Colombia:** Silver - Pilsen Retro, 2016

**Winner of Angelhack Bogotá:** Hackathon Angelhack, 2013