Camilo Arango V.

Munich, Germany • theempatheticdesigner.com • camiloarangovalencia@gmail.com • (+49) 0152 0835 0869

UX/UI & Interaction Designer | User-Centered Design | Digital Experiences | Branding & Visual Systems

Multidisciplinary designer with 8+ years of experience creating user-centered visual experiences that *connect* design, functionality, and business goals. Skilled in **simplifying** complex problems into intuitive interfaces through research-driven design. Experienced across **startups**, **agencies**, and **global teams**, blending creativity and strategy to deliver engaging web, app, and product experiences. Proficient in Figma, Adobe Creative Suite, and AI-assisted tools like Midjourney and ChatGPT to enhance ideation and optimize workflows. Driven by empathy and insight to craft intuitive, *human-centered experiences.*

Core UX Skills

Wireframing, Prototyping (Figma), Interaction Design, Usability Testing, User Research, Design Systems, Accessibility, Responsive Design, A/B Testing

Recent Experience

UX/UI Designer | Rev (Remote - SF, USA) *Jan 2021 - Dec 2024*

· Designed and optimized responsive +10 landing pages and dashboards, improving conversion rates and user flows across **three** specialized websites.

· Collaborated with developers and content teams to align design decisions with user data and performance insights.

· Key contributor to the BREV website template, creating scalable templates that improved navigation and usability: *+60 Pages updated, 4%Conversion rate increase (After the first 2 months), +30 teammates involved.*

Graphic Designer | Digital Bearhug (Seattle, USA - Remote) *July 2019 - Feb 2022*

· Partnered to deliver a **heuristic evaluation** that identified key UX gaps, driving a 25%+ increase in conversions and surpassing client expectations.

· Executed 10+ CRO tests, resulting in double-digit improvements in usability scores and conversion rate growth.

· Achieved a remarkable **40% sales increase** for my client through impactful digital marketing campaigns for 2022.

Graphic Designer | Rappi (Medellín, Colombia) *Jan 2018 - July 2019*

· Designed ATL & BTL campaign materials across **multiple markets**, including Mexico, Uruguay, Chile and Colombia.

· Created high-quality assets for social media, 20+ digital campaigns, and advertising materials.

· Known for **quick turnaround times** and the ability to deliver creative solutions under pressure, collaborating with 20+ teammates weekly.

· Worked in fast-paced, high-growth environments, adapting designs for **dynamic brand needs.**

Education

Graphic Design Bachelor Degree
U.P.B Medellín - Medellín, Col
(2011 - 2016)

Master in Behavior Studies
EAFIT University - Medellín, Col
(Jan 2023 - Suspended due to relocation)

Languages

Language	Level
ENGLISH	Fluent
SPANISH	Native
GERMAN	Basic (A2)
FRENCH	Beginner