Keduards

Senior Product Designer

Bogotá, Colombia · UTC-5 | keduarts@gmail.com | design.keduards.com | linkedin.com/in/keduarts

Summary

•Senior Product Designer with 8+ years in B2B and B2C SaaS startups, working remotely since 2020 across distributed teams.

•Designed and shipped 6 live apps end to end with Claude and Cursor (closet.persona93.com and five more).

•Former Design Director at Berrysafe (B2B insurtech), taking products from zero-to-one to handoff-ready Figma and working MVPs.

•Bilingual, C2 English and native Spanish, used to cross-functional US teams and startup speed.

Skills

•Product design	**•Design systems**	**•AI-assisted prototyping (Claude Code, Cursor)**
•Figma	•Prototyping	•Information architecture
•User research	•Interaction design	•Motion

Experience

Katapult Labs

Jan 2026 — Present

Senior Product Designer · Client: Trashie, New York

- Led a full-scale overhaul of the Trashie app, validated by Executive Creative Direction and recognized as the best-looking, highest-performing designs in company history.
- Architected the design system, evolving the app from a product-only lens into one product-and-brand experience.
- Partnered with marketing on conversion-focused landing pages that drove $25K+ in revenue over a single weekend through rapid, UX-led iteration.
- Turned strategic direction into hi-fi designs that consistently beat performance benchmarks.
- Built Figma prototypes to pressure-test concepts early and shorten decision cycles.
- Used AI tools, Claude included, to speed up prototyping and enrich design handoffs.
- Delivered production-ready Figma handoffs that kept design fidelity in shipped releases.

Monks

May 2025 — Feb 2026

Product Designer · Client: Great Wolf Lodge, Chicago

- Led and owned the design process, from audit to flow presentation, for the waterpark entry and guest add-on validation app that prevents fraud and feeds business data.
- Designed a family of 20+ icons inside the existing design system for restaurant kiosk screens.
- Worked with designers and stakeholders on the conversion funnel for online booking and hotel-credit purchases.
- Partnered with project managers to improve online sales and the in-stay guest app experience.
- Designed and owned an intranet dashboard giving hotel administrators activity schedules, team news and a live guest data feed.
- Animated assets, icons, web promotions and loading pages; edited video for quarterly presentations.

Berrysafe

Sep 2020 — Dec 2024

Design Director · B2B insurtech, Mexico

- Directed complex B2B workflows for Latin American insurers, agents and agent promoters.
- Led the digital rebrand and built and maintained Berrysafe's design system from scratch.
- Owned information architecture through multiple business pivots.
- Designed the 3D mascot at the heart of the product's visual identity.
- Directed, animated, edited and voiced product videos, including AI-made ones.
- Designed print material for events and meetups, and social media content.

Jimefit
Jan 2022 — Apr 2022

Product Designer · Fitness app made by a mother, for mothers

- Directed product design for the app.
- Designed in-app iconography and the digital brand.
- Rebuilt the information architecture from the previous online program.

AMASFAC
Nov 2020 — Nov 2021

Lead UX/UI Designer (contract) · Mexico's national association of insurance agents

- Redesigned the association's website.
- Recreated membership and online-campus registration.
- Directed the rebrand of its digital experience, plus print for conferences and events.

NAVI
May 2020 — Feb 2021

Product Designer (contract) · On-demand moving and freight

- Designed the customer app and the driver app for moving and medium-load transport.
- Led the rebrand and full identity management.
- Created 3D designs for app assets.

Arepa
Dec 2019 — Mar 2020

Lead UX/UI Designer · Digital agency, Bogotá

Turpial Development
Dec 2017 — Dec 2019

Jr. UX/UI Designer · Software studio

Earlier

Everest Logistics · Interior designer
Canowoods · Interior designer
Analiticom · Graphic designer
El Moreno Michael Entertainment · Graphic designer
Tenis · Sales associate, then store manager

Education

BA in Graphic Design
2014 — 2017

Instituto de Diseño de Caracas, Venezuela

UX Design course
2019

Udemy

HTML5 / CSS3 intensive
2019

Escuela Web, Caracas

Languages: English C2 · Spanish native