




LAURA JARAMILLO

UI/UX Designer – Fintech & Digital Banking Specialist

 www.lauraproductdesigner.com

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 Based in Abu Dhabi, UAE - Open to global opportunities

PERSONAL STATEMENT

UI/UX Designer with 15+ years of experience creating intuitive digital products for fintech, payments, and digital banking. Specialized in simplifying complex financial workflows into scalable, user-centered experiences.

Skilled in **AI-powered design workflows**, including prompt engineering, automated UX research, rapid prototyping, and AI-assisted usability diagnostics, to accelerate delivery and improve insight quality.

Experienced with UXPilot, ChatGPT, Clarity, Maze, and Typeform to drive data-informed decisions and high-fidelity, accessible interfaces.

Focused on **elevating financial products** through strong visual hierarchy, consistent design systems, and AI-supported creative exploration that delivers measurable business impact.

CORE SKILLS

AI-Driven Design

- Prompting
- AI Research
- AI Prototyping
- AI Wireframing
- AI Ideation
- AI Testing
- AI Automation
- Pixel-perfect design

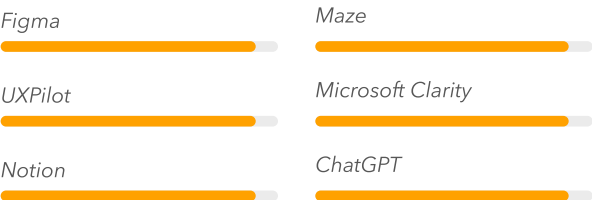
Product Design

- Wireframing
- Prototyping
- Usability testing

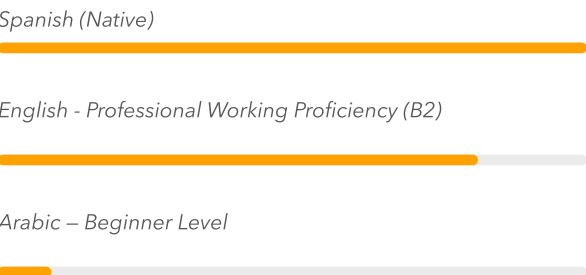
Data-Driven Design

- KPI tracking
- UX metrics
- UX ROI

SOFTWARE SKILLS



LANGUAGES



EXPERIENCE

Takamul / CBUAE + Presight Oct 2025 - Present

UX/UI Senior Designer

Designing products for **Takamul**, a new startup created by **Central Bank of the UAE + Presight** to build the ecosystem for the **Digital Dirham**.

Creating user flows and prototypes using **AI-powered design tools** to accelerate exploration and validation. Contributing to the brand identity and visual system of Takamul.

Collaborating with product, compliance, and engineering teams to shape secure, intuitive digital-currency experiences.

Airtm Apr 2022 - Aug 2025

Senior Product Designer

Drove UI redesign and refreshed the design system during rebrand, boosting design consistency and efficiency. Optimized Add & Withdraw flows through usability testing, improving transaction success rate. Designed cross-platform financial interfaces adopted by users across LATAM.

Venmo / PayPal Aug 2021 - Apr 2022

Senior Product Designer

Defined and prototyped new UI features for Venmo Teen Account, ensuring usability and engagement. Collaborated with developers and PMs to translate UX vision into functional UI solutions.

Verizon (Zemoga) Ene 2019 - Aug 2021

Senior UI / UX Designer

Designed and tested interfaces for Verizon Visa Card and Family Money app, enhancing trust and usability. Created wireframes, style guides, and prototypes aligned with financial service compliance.

For the complete work history, visit:
www.lauraproductdesigner.com/projects

EDUCATION

Measuring UX and ROI Course 2021

Nielsen Norman Group

Analog Data Visualization 2015

Visual Thinking School

Graphic Designer 2005 - 2010

Universidad Pontificia Bolivariana

WORKSHOP FACILITATION

Design Sprint Austin, TX - USA, Jan 2018

Decision Making Survival Kit Mexico City, MX, Oct 2016

Regional Scrum Gathering Lima, PE, Apr 2016

Regional Scrum Gathering Quito, EC, Apr 2015