



LAURA JARAMILLO

SENIOR PRODUCT DESIGNER

- www.lauraproductdesigner.com
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- laura.jaramillo.88@gmail.com
- Based in Abu Dhabi, UAE - Open to global opportunities

PERSONAL STATEMENT

15+ years in **fintech, payments, and digital banking**, applying **user-centered** and **data-driven design** to create impactful digital services. I balance user needs, business goals, and technical constraints with a focus on usability and measurable outcomes.

Experienced in designing custom applications from scratch, as well as system-based applications following **Material Design** and **Human-Centered Design** principles.

Knowledgeable in **UX ROI frameworks**, I help teams improve efficiency through **Design Sprints**, workshops, and structured UX/UI practices. I also explore how **AI** enhances research, prototyping, and decision-making, to promote inclusive design and amplify the presence of women in tech across the region.

CORE SKILLS

UX Strategy & Research

- Interviews
- Design Sprint
- Usability testing
- Surveys
- Focus Groups
- A/B Testing
- Benchmarking
- Analytics
- Workshop facilitation

Data-Driven Design

- KPI tracking
- UX metrics
- UX ROI

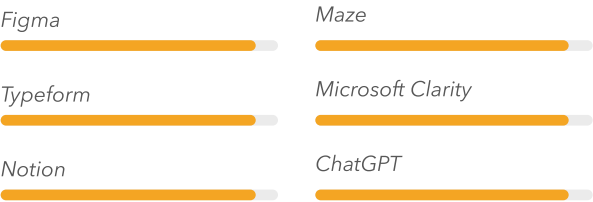
Product Design

- Wireframing
- Prototyping
- Design systems

Innovation

- AI-assisted research
- Metrics definition with AI

SOFTWARE SKILLS



LANGUAGES



EXPERIENCE

- Airtm**
Apr 2022 - Aug 2025

Senior Product Designer
Drove UI redesign and design system refresh during company rebrand, and optimized Add & Withdraw flows through research and testing.
- Venmo / PayPal (Taller Technologies)**
Aug 2021 - Apr 2022

Senior Product Designer
Defining, designing, prototyping new products and features for Venmo Teen Account, working closely with other designers, developers and project managers.
- Verizon (Zemoga)**
Ene 2019 - Aug 2021

Senior UI / UX Designer
Definition, designing, and testing of functionalities for Verizon Visa Card app and Family Money app.
- Talos Digital**
Aug 2017- Nov 2018

Lead UI / UX Designer
Creation of personas, user flows, wireframes and style guides.

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

WORKSHOP FACILITATION

- Austin, TX - USA**
Jan 2018

Design Sprint
Facilitation of 5 days workshop for product creation.
- Medellín, CO**
2017 - 2018

UX Medellín
Facilitation of 4 workshops of UX design on UX Medellín Meetup.
- Mexico City, MX**
Medellín, CO
Oct 2016

Decision Making Survival Kit
Creation and facilitation of workshops for decision making and data visualization.
- Lima, PE**
Apr 2016

Regional Scrum Gathering
Workshop facilitator for Visualmente Ágiles 2.
- Quito, EC**
Apr 2015

Regional Scrum Gathering
Workshop facilitator for Visualmente Ágiles 1.

EDUCATION

- 2021*

Measuring UX and ROI Course
Nielsen Norman Group
- 2015*

Analog Data Visualization
Visual Thinking School
- 2005 - 2010*

Graphic Designer
Universidad Pontificia Bolivariana