



Danny Echeverría

Product Designer UX UI

Contact
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Location
Barranquilla, CO

My portfolio
[Here!](#)

Product Designer UX/UI with more than 8 years of experience in digital design, specializing in web products, mobile applications, and SaaS platforms. I have been involved throughout the entire design process, from understanding user and business needs and defining user flows to creating wireframes, prototypes, high-fidelity interfaces, and developer handoff. Experienced in Figma, interface design, solution validation, design systems, and cross-functional collaboration, with a focus on building clear, usable, and consistent digital products.

Tools



Skills

UX

- User Research
- Information Architecture
- User Flows
- Wireframing
- Usability Testing
- Benchmarking

UI

- Interface Design
- Responsive Design
- Interactive Prototyping
- Design Systems
- Component Libraries

Product & Collaboration

- Stakeholder Management
- Agile Methodologies
- Developer Handoff
- Cross-functional Collaboration

Language

Spanish - English BI

Degree

Universidad Autónoma del Caribe
2010 - 2015.

Certifications

Como ser un product designer.

Fundamentos de UX-UI.

Diseño Centrado en el usuario.

Design, Build, & Publish your Portfolio with Figma & Framer.

Prompt Engineering for ChatGPT.

My Work

- Dribbble
- Behance
- Artstation

Experience

Power Digital Marketing

Product Designer UX/UI / Senior UI Designer 2023-2026

- Designed and optimized landing pages and digital experiences focused on user acquisition and conversion.
- Created scalable design systems and reusable components to ensure consistency across products.
- Collaborated with marketing, product, and development teams to improve user flows and interface usability.
- Delivered high-fidelity prototypes and development-ready designs through Figma.

Pragma

Product Designer UX/UI Mid 2022-2023

- Designed web and mobile experiences for clients including Grupo Mutual, Grupo Éxito and Evok.
- Created user flows, wireframes, prototypes and high-fidelity interfaces aligned with business goals.
- Collaborated with multidisciplinary teams to transform requirements into scalable UX/UI solutions.
- Participated in design reviews and handoff processes with development teams.

Imaginamos

Product Designer UX/UI 2022

- Designed digital products from concept to implementation.
- Conducted UX research, stakeholder workshops and user-flow definition.
- Developed wireframes, interactive prototypes and final UI designs.
- Worked closely with developers to ensure successful implementation.

Consware

Lead Product Designer UX/UI 2021-2022

- Led UX/UI initiatives across multiple digital products.
- Coordinated designers and collaborated with developers and stakeholders.
- Defined user flows, interaction models and interface standards.
- Oversaw design delivery from discovery through implementation.

Redsis

Product Designer UX/UI - SaaS 2019-2021

- Led the design and evolution of Redsislab, a SaaS logistics platform.
- Defined workflows, user journeys and information architecture for logistics operations.
- Created wireframes, prototypes and scalable UI solutions.
- Delivered design specifications and handoff documentation for development teams.

Horus Smart Control

Graphic Designer 2016-2017

Produced graphic assets for digital and marketing initiatives.

Mr Bono

Graphic Designer 2015-2016

Produced graphic assets for digital and marketing initiatives.