

Angelica Rey

PRODUCT DESIGNER | PRODUCT & UX | SAAS | FIGMA

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Product Designer with 3+ years of experience designing digital products across e-commerce, SaaS, and AI-powered applications. I design end-to-end experiences, from user research and wireframes to high-fidelity UI and developer handoff. Passionate about creating intuitive, polished interfaces through rapid iteration, close collaboration with engineering, and data-informed design.

EXPERIENCE

Product Designer Hello Print (E-commerce) Mar. 2024 – Feb. 2026

Expanded responsibilities (Product Ownership)

December 2024- February 2026

- Led the redesign of the internal Customer Experience platform, improving workflows such as refunds, complaints, and order management.
- Defined and prioritized product requirements, MVPs, and backlog together with stakeholders and developers.
- Translated operational needs into product solutions aligned with business goals.
- Collaborated closely with engineering throughout implementation, ensuring scalable and feasible solutions.
- Validated solutions through user feedback, analytics, and continuous iteration.

UX/UI Designer

March 2024 - December 2024

- Designed end-to-end experiences for the HelloPrint e-commerce platform, from problem definition to final UI.
- Designed and improved key customer journeys, including checkout and post-purchase flows.
- Created user flows, information architecture, wireframes, and interactive prototypes in Figma.
- Conducted benchmarking, user research, and analyzed customer behavior to identify friction points.
- Contributed to the evolution of the Design System, ensuring consistency and scalability across the platform.

UX/UI Designer Twintune Sep. 2023 – Feb. 2024

- Collaborated with the co-founder to design an AI-powered mobile platform for vocal training.
- Designed the end-to-end mobile experience, including onboarding, content consumption, and purchase flows.
- Created user flows, high-fidelity interfaces, and interactive prototypes in Figma.
- Contributed to the Design System and collaborated closely with developers during implementation.
- Participated in product discussions to align user needs with business objectives.

SKILLS

Product & UX

End-to-end Design · Product Thinking · User Research · Information Architecture · Wireframing · Prototyping · Usability Testing

UI & Design Systems

UI Design · Design Systems · Component Libraries · Auto Layout · Interactive Prototyping · Figma

AI & Collaboration

AI-assisted Design (ChatGPT, Claude, Figma AI) · Cross-functional Collaboration · Stakeholder Alignment · Agile (Scrum) · Data-informed Design

EDUCATION

Bootcamp Product Design UX/UI

Escuela de empresarios - EDEM 2023

Business Administration

Universidad Cooperativa de Colombia 2022

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