

Andrés Rendón

UI/UX Designer — Design Systems & CRO for E-commerce

andres.rendon.design@gmail.com | +57 301 792 4781 | linkedin.com/in/andresrendonc
Medellín, Colombia (remote, UTC-5)

PROFESSIONAL SUMMARY

UI/UX designer with 4+ years of experience in UI/UX and 14+ years in graphic design and branding. Specialized in building scalable design systems and conversion-focused e-commerce interfaces in Figma, with AI-assisted workflows using Claude, Gemini, Figma Make and Google Stitch to speed up ideation, audit designs and automate repetitive design-system tasks. At Power Digital Marketing, built a complete design system (foundations, tokens/variables and a library of hundreds of components) that supported two websites and helped grow a client contract into a 10-page project. Experienced owning the design system end to end, from foundations and documentation to developer handoff. Open to Senior UI/UX Designer and Design Lead roles.

CORE SKILLS

UX/UI Design: UX/UI design, web design, responsive design, wireframing, prototyping, high-fidelity design, e-commerce design, email design

Design Systems: Foundations, design tokens / variables, component libraries, documentation, developer handoff, scalable design systems, accessibility (WCAG)

CRO: A/B test design, conversion-focused e-commerce interfaces, CRO website sections and seasonal campaigns

Branding & Graphic Design: Brand identities, brand guidelines, editorial design, illustration, key visuals, print and digital pieces

AI Tools: Claude, Gemini, ChatGPT, Figma Make, Google Stitch, structured prompt engineering

Design Tools: Figma, Figma Agent, Photoshop, Illustrator

PROFESSIONAL EXPERIENCE

UI Designer

Power Digital Marketing | Remote | 2023 – Present

- Built a complete Figma design system (foundations, tokens/variables, hundreds of components) for Edcetera, supporting 2 websites and helping expand the contract to a 10-page project.
- Designed conversion-focused e-commerce experiences and high-fidelity prototypes for CRO programs.
- Designed A/B test variations to improve user journeys and engagement.
- Applied AI-assisted workflows for site analysis, brand extraction and design exploration.
- Partnered with developers, growth strategists and account managers from concept through launch.

UI Designer

Grupo Cartagena S.A.S | Remote | 2022 – 2023

- Delivered quick-turn design updates across all projects, shortening delivery times.
- Designed conversion-focused e-commerce interfaces and high-fidelity prototypes for CRO-focused website sections.
- Worked with developers, growth and account managers during implementation.

Founder & Director / Graphic Designer

Blofox Agency | On site | 2015 – 2022

- Developed brand identities and maintained brand guidelines for multiple clients.
- Managed client accounts, relationships and project communication.
- Designed print and digital pieces, websites and advertising campaigns, including production and delivery.
- Designed on-site spaces and experiences focused on user needs.

Art Director

Grupo Cazuto S.A.S | On site | 2010 – 2015

- Designed brand identities and kept them consistent across all touchpoints.
- Led the visual direction of projects and created assets for print, digital and promotional use.
- Coordinated suppliers, production and installation of advertising materials.

Graphic Designer / Art Director (Co-Owner)

Gato Carmesí Magazine | On site | 2009 – 2011

- Art direction, editorial design and layout, illustration and animation for digital magazines.

Graphic Designer

El Pulpo Morado | On site | 2010

- Created print and digital designs, checked print quality and advised customers on design needs.

EDUCATION & CERTIFICATIONS

Graphic Design Degree — Institución Universitaria Pascual Bravo, Medellín, Colombia | 2004 – 2008

Claude Code 101 — Anthropic | 2026

Generative AI: Introduction and Applications — IBM | 2026

UX/UI Designer — Platzi | 2024

Interface Design UI — Platzi | 2024

Google UX/UI Design — Coursera | 2022

LANGUAGES

Spanish — Native. **English** — Professional working proficiency.