

Camilo Andrés Arévalo

Senior Product & UX Designer | Functional Analysis | E-commerce

Bogotá, Colombia | hola@camiloandres.co | Remote-first | Open to sponsored relocation

Portfolio: ux.camiloandres.co

PROFESSIONAL SUMMARY

Senior Product and UX Designer with 9+ years of experience shaping digital products, e-commerce journeys and web platforms. Combines product thinking, user-centered design and functional analysis to turn complex business rules and technical dependencies into clear, feasible end-to-end experiences. Experienced across discovery, MVP definition, interaction design, design systems, handoff, QA, user testing and optimization in distributed Latin American teams.

CORE CAPABILITIES

Product & UX: Product thinking, user flows, information architecture, wireframing, prototyping, usability, UX writing, design systems

Research & delivery: Requirements clarification, stakeholder collaboration, documentation, handoff, design QA, user testing, agile collaboration

Commerce & platforms: E-commerce journeys, CRO principles, WordPress, Webflow, Shopify, responsive design, HTML/CSS

Tools: Figma, FigJam, Jira, GA4, GTM, WordPress, Webflow, Shopify and generative AI workflows

PROFESSIONAL EXPERIENCE

HealthTech / MarkU | Freelance Senior UX/UI Designer & Functional Analyst | Apr 2026–Present

HealthTech product with AI-assisted clinical experiences · Remote

- Lead UX definition for an ecosystem serving patients, physicians and administrative teams, balancing clinical complexity, usability and human oversight of AI-assisted interactions.
- Translate functional diagrams, business needs and operational dependencies into end-to-end experience flows, MVP interfaces, functional documentation and reusable patterns in Figma.
- Introduced a flow-based working model that replaced daily screen reviews with a weekly review of proposed journeys, approved design and development progress.
- Continue into design QA, initial-user testing and early-adopter launch support, using observed behavior and product metrics to propose improvements and edge cases.

Vittgo | Freelance Web Experience & WordPress Consultant | 2015–Present

Project-based independent practice · Client acquisition primarily through referrals

- Plan and implement WordPress websites, landing pages and e-commerce experiences, connecting business goals, information architecture, content and cost-effective technology choices.
- Advise clients on scope, platform constraints, conversion opportunities and maintainable implementation; also work with Webflow, Shopify and generative AI-assisted workflows.

Grupo Falabella / Sodimac | Senior UX Designer | Oct 2021–Nov 2024

Soho Chile contract for Sodimac Chile (Oct 2021–Oct 2022); Sodimac Colombia contract (Nov 2022–Nov 2024), with occasional Falabella initiatives

- Designed and optimized e-commerce conversion journeys, conducted competitive benchmarks and supported design-system evolution for Chile, Colombia, Brazil, Mexico, Peru, Argentina and Uruguay.
- Worked with product, business, design and development stakeholders to adapt solutions to established technical dependencies and regional requirements.

PROFESSIONAL EXPERIENCE — CONTINUED

Unitty | Universal Technology | Independent Functional & UX Consultant | Feb 2020–Oct 2022

Project-based consulting; separate from earlier employment with the company in 2014–2015

- Analyzed functionality and designed web and mobile application experiences, clarifying needs and connecting business expectations with feasible interfaces and flows.
- Supported commercial initiatives through email marketing, visual communication and interactive WordPress websites.

Connect Bogotá Región | Product Owner — Contractor | Oct 2020–Apr 2021

- Supported the redesign of the BogoTech Open platform, using technical scope and delivery constraints to coordinate UX/UI definition between product and development.

Rebus Technology | Designer → Content & Strategy Lead → COO | Aug 2017–Feb 2020

- Progressed from visual design into broader operational leadership by resolving support and delivery challenges, taking ownership of content operations and turning recurring feedback into product and UX improvements.
- Created and led the Operations & Experience (OpEx) function, connecting event operations, user support and continuous-improvement insights across Colombia, Mexico and Costa Rica.
- Contributed operational insights and experience-flow recommendations to versions 3 and 4 of the platform; led operations when Rebus received Fedesoft's Most Innovative App recognition in 2018.

SELECTED OUTCOMES

- Promoted from designer to COO at Rebus in under two years as responsibilities expanded from execution to content, operations, client experience and product feedback.
- Contributed to enterprise-scale e-commerce experiences across seven Latin American markets within the Falabella/Sodimac ecosystem.
- Established a flow-based UX delivery methodology for a confidential HealthTech product, clarifying ownership between stakeholders, UX and development.

ADDITIONAL EARLY EXPERIENCE

Unitty | Universal Technology — Digital Designer / Web Support, 2014–2015. First professional technology role; developed practical foundations in HTML, CSS, JavaScript and digital-product delivery.

EDUCATION & COMPLETED PROFESSIONAL DEVELOPMENT

Instituto Latinoamericano de Poligrafía: Forensic Credibility Psychophysiology Certificate, 2013

Universidad Militar Nueva Granada: Multimedia Engineering coursework, 2002–2003 (no degree)

Selected completed coursework: Shopify Theme Development; AI Content Creation; Basic Programming; Emmet for front-end workflows

LANGUAGES & AVAILABILITY

Languages: Spanish — Native | English — Conversational; used with distributed cross-functional teams

Availability: Remote-first | Open to international relocation with visa sponsorship and relocation support