

Maria Alejandra Tellez Rodriguez

Senior Product Designer | UX/UI

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Profile Summary

Senior Product Designer with 8+ years of experience crafting intuitive, user-centered digital products. Skilled in leading MVP development from discovery to launch, with strong proficiency in Figma, design systems, and agile collaboration. Known for driving autonomous design efforts and aligning business goals with meaningful user experiences. Proven ability to thrive in fast-paced, dynamic environments delivering high-quality solutions alongside front-end engineers.

Skills

User Experience & Strategy

- ✓ UX Research & Data-Driven Design
- ✓ MVP Product Design
- ✓ UX Strategy & Design Thinking
- ✓ User-Centered Interaction Design
- ✓ A/B Testing & Performance Optimization
- ✓ Agile & Lean UX Methodologies

Design & Prototyping

- ✓ End-to-End Product Design (Web & Mobile)
- ✓ Prototyping & Usability Testing
- ✓ **Design Systems** & Scalable UI Components
- ✓ Front-End Development (HTML, CSS, JavaScript, React, Angular)
- ✓ Performance & Accessibility Optimization
- ✓ UX/UI for Web & Mobile Applications

Collaboration & Leadership

- ✓ Stakeholder Engagement & Strategy
- ✓ Agile & Cross-functional Collaboration
- ✓ UX Documentation & Design Handoff

Tools & Technologies

- ✓ **Figma** & Adobe XD
- ✓ Angular, React, TypeScript, HTML5, CSS3, Sass, JavaScript, GitHub
- ✓ Google Analytics, Azure, Confluence.

Experience

Senior UX Designer & Developer

Jul 2023 – Present

Kantar

- Spearheaded the **end-to-end design of MVP** features for enterprise platforms, from discovery through QA.
- Created and scaled modular **design systems in Figma**, improving design consistency and dev handoff speed.
- Acted as a **solo designer** embedded in agile squads, working directly with front-end engineers to ensure the features implementation.
- **Conducted stakeholder workshops and usability testing sessions** to inform user-centric decisions under tight timelines.
- Increased data **task efficiency by 35% through UX optimization** and intuitive workflows.

UI/UX Designer & Developer

Jan 2022 – Jun 2023

Kantar

- **Designed and optimized** web interfaces for B2B clients, driving user satisfaction across LATAM and US markets.
- **Created interactive prototypes in Figma** to validate concepts and streamline development processes.
- **Partnered with engineering teams** to implement UI enhancements that improved performance and engagement.

Multimedia Engineer | Front End Developer | UX UI Designer | SEO

Jan 2019 - Dec 2021

DANE

- **Led the design and front-end implementation** of interactive dashboards for public data analysis.
- Improved **information architecture**, reducing user navigation time by 30%.
- **Applied SEO and UX best practices** to enhance user engagement, leading to a 60% increase in organic traffic.

SEM Specialist

Nov 2020 - Dec 2021

Clones y Perifericos

- Executed **Digital Strategy for SEA and SMO** that increased website traffic by 40% and social media engagement by 15%, driving retail sales growth and positioning the brand as a leader in high-end computing solutions with alliances like NVIDIA, Corsair and Kingston.

Lead UX/UI Web Designer

Mar 2017 - Nov 2018

Blacksip

- Drove e-commerce design initiatives that increased conversion rates by 20%.
- Conducted usability tests and A/B experiments to refine shopping experiences.

Junior Web Designer

Jun 2016 - Mar 2017

Stefanini

- Take part in the project of the Colombian Geological Service for the creation of its web portal, with functions to design, illustrate and implement the children's portal and the area of volcanoes. For the development of this project, SharePoint designer, adobe Suite, JavaScript, Html5 and Css3 were used.

Training

Apr 2016 - Jun 2016

Bizagi

- Illustration, design and implementation of e-Learning material, within the production of educational material for corporate purposes. Adobe After Effects, Adobe Captivate, Camtasia, Adobe Illustrator and PPT were used.

Certifications

Design and User Experience

[Data-Driven Design: Quantitative Research for UX](#)
[IxDF AI for Designers](#)

[User Research – Methods and Best Practices](#)
[Design Thinking: The Ultimate Guide](#)

Development

[JavaScript - The Complete Guide 2023](#)

[Understanding TypeScript - 2023](#)

[React Native - The Practical Guide](#)

[React - The Complete Guide \(incl Hooks, React Router, Redux\)](#)

[Angular - The Complete Guide 2022](#)

Education

Master in Digital Marketing

EAN University (Jun 2019 – Jun 2021)

Specialist in Marketing Management

EAN University (Jun 2019 – Oct 2020)

B.A. in Multimedia Engineering

UMNG (Jun 2011 – Dec 2015)

Primary and Secondary School

San Bartolome la Merced (Jun 1998 – Jun 2011)

Languages

Spanish

Native

English

C1 Advanced

French

A2 Basic Intermediate