

Manuel Ortiz Castro

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Education

Universidad de Los Andes

BA, Product and Communications Designer.

Bogotá, Colombia
2018

- Thesis: Curillo with a perfect 5/5 grade
- Winner of the special Stella McCartney Biodesign Challenge 2018 with “Woocoa”. Researched on the possibility of creating a plant-based alternative for wool.

Experience

Globant

UX Designer Ssr Adv

Cali, Bogotá, & Santiago
May 2023 –Present

User Experience designer in charge of research, prototyping and designing digital products for International clients.

- Leading Airline in U.S.A. (December 2024 - March 2025) **NDA Compliant:*
 - Pre-sales initiative for internal tools and software oriented towards airline operators, pilots and crew.
- Leading Automation Industry client (May 2023-present) **NDA Compliant:*
 - Maintenance and feature expansions for the Product registration initiative.
 - Market, user research, prototyping and designing the Technical support experience for plant engineers using Hotjar, Dovetail and ChatGPT.
 - User research, prototyping and design for order visibility and tracking experience for distributors and end customers.
 - Maintenance and expansion of the repair and Inventory initiative in collaboration with best sustainability practices.
 - Designing and testing the product activation assistant in technical support, users using Wellington AI in a partnership with Microsoft.

Tres Astronautas

Lead UX designer

Medellín and Bogota, Colombia
November 2021– May 2023

User experience designer in charge of leading a design team (8 junior and mid-level designers), creating the company's design division. Worked alongside clients ranging from medical, logistics, government and finance.

- Munich RE (December 2022-May 2023): UX research and prototyping for new digital products and strategies aimed at insurance intelligence for small and medium companies in Colombia.
- Colombiana de Trasplantes (June 2022-May 2023): UX research and design for a companion app for organ-transplant patients and nurses in the country's most important liver and kidney transplant clinic.
- Wilkins (December 2021-May 2023): UX research and product design, in collaboration with Magaya, to create cost efficient dimensioners to improve logistic chains.

Asesoftware

Intermediate UX designer

Bogota, Colombia
December 2020 – November 2021

User experience designer in charge of research, planning and executing projects under design thinking methodologies.

- Justo & Bueno (December 2020-February 2021): UI design process for developing an online and APP marketplace platform for the company. Additionally, creation of a customer service and CMS platform for the client.
- Lost in London (February 2021-June 2021): UI design and UX research for AI powered recommendations app, helping users plan and buy tourist attraction tickets in London.

- Sodimac (May 2021-August 2021): UX research and user story writing for an internal employee administration tool used in Homecenter and Fallabella stores in Colombia.

Skills & Interests

Technical:

- Adobe Creative suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Figma, Figjam, Figma Make
- Miro
- Maze
- Chat GPT
- Gemini
- Claude

Language:

- English C2
- Spanish Native Speaker
- German A2

Laboratory:

- Systematic design
- Design thinking
- AI-Enhanced research
- User research
- UX/UI Prototyping
- Design systems
- AI-powered design

Interests:

- Animation
- Ski
- Foreign Languages
- Boulangerie
- Asian Cuisine
- Traditional Colombian Cuisine
- Nutrition and Fitness