Manuel Ortiz Castro

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About me

I'm a Colombian/Chilean designer who enjoys using design as a means to improve people's lives. I believe that creating human-centered solutions, based on thorough research is what separates good from extraordinary design.

Education

AUGUST 2013 - OCTOBER 2018
Universidad de Los Andes, Bogotá, Colombia – Product and Communications Designer

Awards

Winner of the special Stella McCartney Biodesign Challenge 2018 with "Woocoa". Researched on the possibility of creating a plant-based alternative for wool.

Experience

MAY 2023 - PRESENT
Globant, Bogotá – UX Designer Ssr Adv

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.

NOVEMBER 2021 - MAY 2023
Tres Astronautas, Medellín – Lead UX Designer

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.

DECEMBER 2020 - NOVEMBER 2021

Asesoftware, Bogotá – UX Designer Intermediate

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.

JANUARY 2019 - NOVEMBER 2020

Virtual Emily, Bogotá – Marketing Specialist and Graphic Designer

Designed and executed social media marketing strategies and design for clients in the U.S.A.

Skills

Languages
English: Level C2, Spanish: Native Speaker

Design tools
Adobe Creative suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Figjam, Miro, Maze, Chat GPT, Dall-E, Boords.

Technical Skills
Systematic design, Design thinking, AI-Enhanced research, User research, Prototyping, Graphic Design, Video editing and animation.

Soft Skills
Interdisciplinary team-player, Effective Communication, Proactive and flexible mindset.