

Liberman Gonzalez Canabal

PRODUCT DESIGNER · DESIGN ENGINEER

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PROFILE

Product designer with 3 years in UX/UI and 6 years of prior experience in marketing and graphic design. I lead the full design cycle — research, information architecture, UI and design systems — on fintech, SaaS, ERP and mobile products for clients across Latin America, including an app that passed 2,000 waitlist users with no paid advertising. I also build what I design: Figma with MCP, design tokens, HTML/CSS, React and Claude Code are part of my daily workflow.

SKILLS

RESEARCH	UX research (interviews, surveys, usability testing) · Design Thinking · Information architecture · User flows and customer journeys
DESIGN	Wireframing · Prototyping · UI design · Mobile apps · Responsive design · Conversational design (chatbots)
SYSTEMS & CODE	Design systems · Design tokens (Figma Variables to CSS) · HTML/CSS · Next.js and React Native with Claude Code · Dev handoff · Scrum
TOOLS	Figma (+ MCP) · Claude Code · Visual Studio Code · WordPress / Elementor · Google Analytics 4 · Claude, ChatGPT, Google Stitch, Perplexity

EXPERIENCE

Product Designer · Bitákora S.A.S. · Sincelejo, Colombia DEC 2023 - JUL 2026

- Generalist designer for fintech, SaaS and logistics clients across Latin America, owning research, UX, UI and visual system on every project.
- Designed and shipped 2 complete mobile apps from scratch, including user research, information architecture and a proprietary design system.
 - Redesigned 2 modules of a funeral-services ERP, turning long technical forms into wizards with visible progress and conditional fields without losing any process data.
 - Designed and built 5 landing pages and websites on WordPress and Elementor for agency projects, managing the full stack: themes, plugins, DNS and hosting.

Web Designer · Growthia JAN 2022 - JUL 2023

- Designed and built WordPress websites for 6 clients, including content migration, maintenance and SEO optimization.
- Set up DNS, SSL and hosting (Banahosting and Cloudflare) and integrated third-party plugins for blogs and subdomains.

UX/UI Designer Intern · Pazel Agency JAN 2020 - DEC 2021

UX/UI and graphic design for digital marketing clients: the foundation for my move into product design.

FEATURED PROJECTS

Trico · iOS and Android app 2025 - 2026

Tax and legal reference library for accountants and lawyers in Colombia. Sole designer from zero to production. 2,000+ waitlist users with no paid advertising; 9 modules, including gamified learning paths and an AI assistant trained on Colombian regulations.

Ubi · Mobile app and WhatsApp chatbot 2026

Delivery platform in Sincelejo connecting customers, through WhatsApp, with independent couriers. Designed the full conversational flow, the courier app and order tracking with no GPS or automatic assignment.

Prexy · Web platform 2025

Management software for funeral homes: services, embalming, billing and accounting. Redesigned the most complex module as a 6-step wizard with visible progress, without removing a single required field.

Portfolio 2026 · Design system and site 2026

Personal design system in Figma Variables with light and dark modes, exported to CSS and React components through DTCG tokens and Style Dictionary. The site that hosts this CV is built on it.

EDUCATION AND CERTIFICATIONS

Google UX Design Certificate · Coursera IN PROGRESS

Diploma in Artificial Intelligence · Universidad Autónoma de Occidente 2023

Graphic Design · Politécnico Bellas Artes de Sucre 2019 - 2022

Certifications: Frontend Developer · Figma · Claude Code · HTML · Internet and Computer Networking

Languages: Spanish (native) · English A2, currently studying