

ANGELA STEPHANIE CACHEO RODRIGUEZ

Senior UX Designer | Product Design Strategy | UX Lead | AI-assisted Workflows

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EN - Professional Summary

Senior UX Designer with 10+ years of experience in digital design and product development. Specialized in UX Strategy, UX Research, Information Architecture, user flows, prototyping, validation, Design Systems, and cross-functional collaboration.

I have worked on digital products for Coca-Cola FEMSA, LA Clippers / Intuit Dome, Telecom Personal Flow, PetSafe, Mondelez, Bancolombia, and Banco Falabella. My strongest value is in understanding complex problems, structuring experiences, aligning teams, and translating business needs into clear, scalable, user-centered UX solutions.

My profile is stronger in UX than UI. I bring the most value in discovery, UX strategy, information architecture, interaction flows, conversational UX, data UX, research, validation, and design process optimization. I also integrate generative AI tools to accelerate research, benchmarking, user story analysis, visual exploration, and executive storytelling.

Core Skills

UX Strategy & Product Thinking: Product discovery, problem framing, UX strategy, business requirements, product alignment, user-centered design.

UX Research & Validation: Heuristic evaluation, competitor benchmarking, stakeholder interviews, usability testing, journey mapping, pain point mapping, insight synthesis.

Information Architecture & Interaction Design: User flows, task flows, navigation models, wireframes, prototypes, content structure, interaction patterns, design documentation.

UX Leadership: UX team leadership, mentoring, design critiques, planning, estimation, stakeholder management, agile delivery, cross-functional collaboration.

AI-assisted UX Workflows: Gemini, Claude, Figma Make, generative AI, prompt-based ideation, AI-supported benchmarking, content refinement, user story analysis.

Data & Conversational UX: Power BI dashboard UX, data visualization, chatbot design, conversational flows, intent structure, analytics-informed decisions.

Tools & Methodologies: Figma, FigJam, Miro, Power BI, Notion, Jira, Confluence, Agile Scrum, Double Diamond, Design Thinking, WCAG, Design Systems.

Languages: Spanish native · English B2

Professional Experience

Globant | UX Designer / UX Lead Designer

Abr 2021 – 29 Jun 2026 · México / Colombia

- Designed digital experiences for enterprise platforms, telecommunications, entertainment, e-commerce, data visualization, and consumer brands.
- Worked across projects for Coca-Cola FEMSA, LA Clippers / Intuit Dome, PetSafe, Mondelez, Telecom Personal Flow, and Comfenalco.
- Led UX processes from discovery, research, benchmarking, information architecture, user flows, wireframes, prototypes, validation, and handoff.
- Collaborated with UX teams, stakeholders, Business Analysts, Product Owners, Tech Leads, developers, and content teams.
- Applied Design Systems and accessibility best practices to design consistent, scalable, development-ready solutions.
- Integrated AI tools to accelerate analysis, ideation, benchmarking, visual exploration, content refinement, and executive storytelling.

Project Breakdown:

→ ***Coca-Cola FEMSA — KOF | Product Designer***

Ene 2025 – 29 Jun 2026 · Globant

- Designed internal enterprise platforms for operational and business workflows within complex ecosystems.
- Worked on initiatives such as Cockpit AdminPanel, MRK cell, Geofencing / Geocerca, Sales Leader Profile, and Command Center Image Bank.
- Defined user flows, information architecture, wireframes, prototypes, and design documentation for development.
- Designed solutions aligned with KOF's Design System, maintaining visual and functional consistency.
- Conducted validation sessions with functional users and technical teams to reduce ambiguity before handoff.
- Used Gemini and Figma Make to explore visualization alternatives and accelerate context-based ideation.

→ ***PetSafe Brands | UX Lead Designer***

Nov 2025 – Dic 2025 · Globant

- Led a 6-week strategic UX assessment for four PetSafe DTC brands.
- Analyzed the mobile purchase funnel, focusing on PDP, conversion, navigation frictions, and optimization opportunities.
- Coordinated UX audit, heuristic evaluation, competitor benchmarking, journey mapping, wireframes, prototypes, and strategic roadmap.
- Connected qualitative and quantitative findings with business KPIs such as conversion rate and revenue.
- Delivered UX recommendations aimed at contributing to conversion growth from 1.01% to 2.19%.
- Used Gemini to accelerate benchmarking, analytics review, insight synthesis, and executive storytelling.

→ **LA Clippers / Intuit Dome | UX Designer**

May 2024 – Dic 2024 · Jun 2025 – Oct 2025

- Designed digital experiences for the Intuit Dome ecosystem, the LA Clippers' stadium platform.
- Worked on Fan App, Staff App, events calendar, communication systems, notifications, and post-launch optimization.
- Designed user flows, screens, benchmarks, presentations, UX documentation, and product proposals.
- Proposed a unified calendar view for games and events, improving discoverability and navigation.
- Developed a User Communication System proposal with notification types, priorities, channels, and guidelines.
- Participated in remote and onsite research through observation, intercepts, and IDIs to identify real fan and operational frictions.
- Used AI to improve email copy, notifications, in-app communication, user story analysis, and visual ideation.

→ **Mondelez International | UX Designer — Data UX**

May 2025 – Jun 2025 · Globant

- Collaborated on the UX redesign of Power BI dashboards for Sell-In and Sell-Out data.
- Defined dashboard structures for executive, tactical, and operational users.
- Improved navigation, information hierarchy, visual clarity, and data accessibility.
- Supported the definition of an accessible color palette and clearer information architecture.
- Delivered three dashboards tailored to different business needs.
- Used Claude to organize complex information, explore wireframe ideas, and validate alternatives with the client.

→ **Telecom Personal Flow | UX Lead Designer**

Oct 2021 – Feb 2024 · Globant

- Led UX teams within Telecom Personal Flow's digital transformation program.
- Coordinated UX designers across self-management and e-commerce cells, collaborating with product, content, and technology.
- Contributed to the Mi Personal Flow Upgrade initiative, focused on evolving the self-management experience.
- Improved estimation, planning, UX documentation, team rituals, and cross-functional collaboration.
- The design team completed 100% of its deliverables for the Mi Personal Flow launch milestone.
- Built UX onboarding material that helped 10+ designers integrate more autonomously.
- Acted as a transversal UX lead, connecting decisions across cells and promoting consistency across the ecosystem.

→ **Comfenalco | UX Designer**

Abr 2021 – Jun 2021 · Globant

- Defined user experience for new digital product features.
- Designed interfaces and visual components aligned with product needs.
- Participated in agile ceremonies, client meetings, and decision-making sessions.
- Promoted UX best practices, including user validation before implementation.
- Supported the team in identifying and solving design issues early in the process.

Bancolombia | UX Designer

Sep 2019 – May 2020 · Multiplica Talent · Colombia

- Designed digital experiences for investment products across financial channels.
 - Worked on user flows, information architecture, wireframes, prototypes, and research artifacts.
 - Supported testing scripts, experience validation, and high-fidelity design.
 - Translated complex financial products into clearer, more understandable, and navigable experiences.
 - Facilitated alignment between business, product, design, and development to reduce ambiguity in UX definition.
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Banco Falabella Colombia | UX Specialist / UX Designer

Mar 2017 – Ago 2019 · Bogotá, Colombia

- Designed digital experiences for Falabella Financiero, including Bank, CMR, Travel, and Insurance.
 - Led the conversational UX design for Lía, a chatbot serving multiple financial businesses.
 - Designed conversational flows, intents, templates, content structure, and training methodology.
 - Improved the chatbot experience through guided flows and clear information architecture.
 - Lía achieved a 70% autonomous success rate in customer inquiries and transactions.
 - Built a strong foundation in Conversational UX, content scalability, and structured interaction design.
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Mesfix | Customer Development

Mar 2016 – Feb 2017 · Bogotá, Colombia

- Defined customer personas to support segmentation, adoption, and commercial strategy.
 - Supported acquisition initiatives through Facebook Ads and Google AdWords.
 - Contributed to sales and customer behavior analysis for data-informed decision-making.
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Ubids | Software Developer / E-learning Content

Nov 2015 – Feb 2016 · Bogotá, Colombia

- Developed e-learning content for new client onboarding.
- Adapted learning materials to different user needs and business goals.
- Connected technology, content, and user-centered communication in digital learning experiences.

EDUCACIÓN Y CERTIFICACIONES

UX-PM Certified — UX Alliance, 202

UX/UI Designer — Acámica, Buenos Aires, Argentina, 2019

Ingeniería Multimedia — Universidad Militar Nueva Granada, Bogotá, Colombia, 2015

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ES - Perfil Profesional

Senior UX Designer con más de 10 años de experiencia en diseño digital y desarrollo de producto. Especializada en UX Strategy, UX Research, Information Architecture, user flows, prototipado, validación, Design Systems y colaboración cross-functional.

He trabajado en productos digitales para Coca-Cola FEMSA, LA Clippers / Intuit Dome, Telecom Personal Flow, PetSafe, Mondelez, Bancolombia y Banco Falabella. Mi fortaleza principal está en entender problemas complejos, estructurar experiencias, alinear equipos y traducir necesidades de negocio en soluciones UX claras, escalables y centradas en el usuario.

Mi perfil es más fuerte en UX que en UI. Aporto mayor valor en discovery, estrategia UX, arquitectura de información, flujos de interacción, conversational UX, data UX, research, validación y optimización de procesos de diseño. También integro herramientas de IA generativa para acelerar research, benchmarks, análisis de user stories, exploración visual y storytelling ejecutivo.

Habilidades principales

UX Strategy & Product Thinking: Product discovery, problem framing, UX strategy, business requirements, product alignment, user-centered design.

UX Research & Validation: Heuristic evaluation, competitor benchmarking, stakeholder interviews, usability testing, journey mapping, pain point mapping, insight synthesis.

Information Architecture & Interaction Design: User flows, task flows, navigation models, wireframes, prototypes, content structure, interaction patterns, design documentation.

UX Leadership: UX team leadership, mentoring, design critiques, planning, estimations, stakeholder management, agile delivery, cross-functional collaboration.

AI-assisted UX Workflows: Gemini, Claude, Figma Make, Stitch, generative AI, prompt-based ideation, AI-supported benchmarking, content refinement, user story analysis.

Data & Conversational UX: Power BI dashboard UX, data visualization, chatbot design, conversational flows, intent structure, analytics-informed decisions.

Tools & Methodologies: Figma, FigJam, Miro, Power BI, Notion, Jira, Confluence, Agile Scrum, Double Diamond, Design Thinking, WCAG, Design Systems.

Idiomas: Español nativo · Inglés B2

Experiencia Profesional

Globant | UX Designer / UX Lead Designer

Abr 2021 – 29 Jun 2026 · México / Colombia

- Diseñé experiencias digitales para productos enterprise, telecomunicaciones, entretenimiento, e-commerce, data visualization y marcas de consumo.
- Trabajé en proyectos para Coca-Cola FEMSA, LA Clippers / Intuit Dome, PetSafe, Mondelez, Telecom Personal Flow y Comfenalco.
- Lideré procesos UX desde discovery, research, benchmark, information architecture, user flows, wireframes, prototipos, validación y handoff.
- Coordiné equipos UX, stakeholders, Business Analysts, Product Owners, Tech Leads, developers y equipos de contenido.
- Apliqué Design Systems y buenas prácticas de accesibilidad para diseñar soluciones consistentes, escalables y listas para desarrollo.
- Integré herramientas de IA para acelerar análisis, ideación, benchmark, exploración visual, refinamiento de contenidos y storytelling ejecutivo.

Desglose de Proyectos:

→ **Coca-Cola FEMSA — KOF | Product Designer**

Ene 2025 – 29 Jun 2026 · Globant

- Diseñé plataformas internas empresariales para flujos operativos y de negocio en ecosistemas complejos.
- Trabajé en iniciativas como Cockpit AdminPanel, MRK cell, Geofencing / Geocerca, Sales Leader Profile y Command Center Image Bank.
- Definí user flows, arquitectura de información, wireframes, prototipos y documentación para desarrollo.
- Diseñé soluciones alineadas al Design System de KOF, manteniendo consistencia visual y funcional.
- Realicé validaciones con usuarios funcionales y equipos técnicos para reducir ambigüedad antes del handoff.
- Usé Gemini y Figma Make para explorar alternativas de visualización y acelerar la ideación basada en contexto del producto.

→ **PetSafe Brands | UX Lead Designer**

Nov 2025 – Dic 2025 · Globant

- Lideré un assessment UX estratégico de 6 semanas para cuatro marcas DTC de PetSafe.
- Analicé el funnel móvil de compra, con foco en PDP, conversión, fricciones de navegación y oportunidades de optimización.
- Coordiné UX audit, heuristic evaluation, competitor benchmark, journey mapping, wireframes, prototipos y roadmap estratégico.
- Conecté hallazgos cualitativos y cuantitativos con KPIs de negocio como conversion rate y revenue.
- Entregué recomendaciones UX orientadas a contribuir al aumento de conversión de 1.01% a 2.19%.

→ **LA Clippers / Intuit Dome | UX Designer**

May 2024 – Dic 2024 · Jun 2025 – Oct 2025

- Diseñé experiencias digitales para el ecosistema del Intuit Dome, estadio de LA Clippers.
- Trabajé en Fan App, Staff App, calendario de eventos, sistemas de comunicación, notificaciones y optimización post-lanzamiento.
- Diseñé user flows, pantallas, benchmarks, presentaciones, documentación UX y propuestas de producto.
- Propuse una vista unificada de calendario para games y events, mejorando discoverability y navegación.
- Desarrollé una propuesta de User Communication System con tipos de notificación, prioridades, canales y guidelines.
- Participé en research remoto y onsite mediante observación, intercepts e IDIs para identificar fricciones reales de fans y operación.
- Usé IA para mejorar textos de emails, notificaciones, comunicación in-app, análisis de user stories e ideación visual.

→ **Mondelez International | UX Designer — Data UX**

May 2025 – Jun 2025 · Globant

- Colaboré en el rediseño UX de dashboards de Power BI para datos Sell-In y Sell-Out.
- Definí estructuras de dashboard para usuarios ejecutivos, tácticos y operativos.
- Mejoré navegación, jerarquía de información, claridad visual y accesibilidad de datos.
- Apoyé la definición de una paleta accesible y una arquitectura de información más clara.
- Entregué tres dashboards adaptados a diferentes necesidades de negocio.
- Usé Claude para organizar información compleja, explorar wireframes y validar alternativas con el cliente.

→ **Telecom Personal Flow | UX Lead Designer**

Oct 2021 – Feb 2024 · Globant

- Lideré equipos UX dentro del programa de transformación digital de Telecom Personal Flow.
- Coordiné diseñadores UX en células de autogestión y e-commerce, colaborando con producto, contenido y tecnología.
- Participé en la iniciativa Upgrade de Mi Personal Flow, enfocada en evolucionar la experiencia de autogestión.
- Mejoré procesos de estimación, planificación, documentación UX, rituales de equipo y colaboración cross-functional.
- El equipo de diseño cumplió el 100% de sus entregables para el hito de lanzamiento de Mi Personal Flow.
- Construí material de onboarding UX que permitió a más de 10 diseñadores integrarse de forma más autónoma.
- Actué como líder UX transversal, conectando decisiones entre células y promoviendo consistencia en el ecosistema.

→ **Comfenalco | UX Designer**

Abr 2021 – Jun 2021 · Globant

- Definí experiencia de usuario para nuevas funcionalidades digitales.
- Diseñé interfaces y componentes visuales alineados a las necesidades del producto.
- Participé en ceremonias ágiles, reuniones con cliente y sesiones de toma de decisiones.
- Promoví mejores prácticas UX, incluyendo validación con usuarios antes de implementación.
- Apoyé al equipo en la resolución temprana de problemas de diseño y experiencia.

Bancolombia | UX Designer

Sep 2019 – May 2020 · Multiplica Talent · Colombia

- Diseñé experiencias digitales para productos de inversión en canales financieros.
 - Trabajé en user flows, information architecture, wireframes, prototipos y artefactos de research.
 - Apoyé guiones de testeo, validación de experiencia y diseño de alta fidelidad.
 - Traducí productos financieros complejos en experiencias más claras, comprensibles y navegables.
 - Facilitó la alineación entre negocio, producto, diseño y desarrollo para reducir ambigüedad en la definición UX.
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Banco Falabella Colombia | UX Specialist / UX Designer

Mar 2017 – Ago 2019 · Bogotá, Colombia

- Diseñé experiencias digitales para Falabella Financiero, incluyendo Banco, CMR, Viajes y Seguros.
 - Lideré el diseño conversacional de Lía, chatbot para múltiples negocios financieros.
 - Diseñé conversational flows, intents, templates, estructura de contenidos y metodología de entrenamiento.
 - Optimicé la experiencia del chatbot mediante flujos guiados y arquitectura de información clara.
 - Lía alcanzó un 70% de éxito autónomo en consultas y transacciones.
 - Construí una base sólida en Conversational UX, escalabilidad de contenidos y diseño de interacciones estructuradas.
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Mesfix | Customer Development

Mar 2016 – Feb 2017 · Bogotá, Colombia

- Definí customer personas para apoyar segmentación, adopción y estrategia comercial.
 - Apoyé iniciativas de adquisición mediante Facebook Ads y Google AdWords.
 - Contribuí al análisis de ventas y comportamiento de clientes para decisiones basadas en datos.
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Ubids | Software Developer / E-learning Content

Nov 2015 – Feb 2016 · Bogotá, Colombia

- Desarrollé contenido e-learning para onboarding de nuevos clientes.
- Adapté materiales de aprendizaje a distintas necesidades de usuarios y objetivos de negocio.
- Conecté tecnología, contenido y comunicación centrada en el usuario en experiencias digitales de aprendizaje.

EDUCACIÓN Y CERTIFICACIONES

UX-PM Certified — UX Alliance, 202

UX/UI Designer — Acámica, Buenos Aires, Argentina, 2019

Ingeniería Multimedia — Universidad Militar Nueva Granada, Bogotá, Colombia, 2015