

Kelly Moreno

Senior Product Designer

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Senior Product Designer with 5+ years shipping end-to-end consumer products at fast-growing startups across fintech, energy tech, and creator platforms in Latin America. I turn complex, constrained problems into interfaces that feel simple and trustworthy, from research through high-fidelity design to dev handoff. Fluent in Figma and AI-augmented design workflows.

Skills

Product Design · UX/UI Design · AI-Assisted Design · Prototyping · Design Systems · User Research · Usability Testing · Figma · Cross-functional Collaboration · Agile/Scrum

Experience

Senior Product Designer · Bia Energy Oct 2023 – Jul 2026 · Bogotá, Colombia

- Owned billing & payments end-to-end, consolidating invoice review and payment into one flow so users could manage every monthly bill without leaving the platform.
- Turned a highly complex energy-consumption domain (active/reactive energy, forecasts, device-level monitoring) into dashboards and AI-driven insights that non-expert users could actually act on.
- Designed a cashback wallet giving users a direct incentive to stay engaged and offset their billing costs, and built an in-platform AI assistant so users could self-serve answers instead of contacting support.
- Led the product's design system across 3 shipped versions (web + native iOS/Android), partnering daily with product, engineering, ops, and finance from research to handoff.

Senior UI Designer · Tenpo Nov 2022 – Oct 2023 · Santiago, Chile

- Designed core banking features (accounts, wallet, transfers, cashback) for a fintech app with 2.2M+ active users.
- Identified low personalization as a gap in the experience and led design of an in-app rating system feeding a recommendation engine, impacting 120,000+ transactions. (winner of the iF Design Award 2023)

Product Designer · Beu Dec 2021 – Nov 2022 · Bogotá, Colombia

- Identified friction points in the registration flow and redesigned it end to end, increasing registration-to-active conversion by 12%.
- Co-designed the app's core experience (profile, feed, wallet, inbox) end to end, reaching 16,000+ users and 30,000+ transactions.

Product Designer · Tekus Aug 2021 – Dec 2021 · Medellín, Colombia

- Resolved workflow inconsistencies in a digital-signage configuration platform, redesigning the UX/UI to make resource management faster and more intuitive.
- Defined product requirements and UX for a B2B messaging app used by 3,000+ clients in Colombia, delivering high-fidelity prototypes to development teams.

Operations Coordinator · Robot.com Jun 2018 – Aug 2021 · Berkeley, CA

- Identified inefficiencies in delivery-robot logistics and partnered with product and engineering to redesign operational workflows, reducing delivery times and improving service quality.

Education

UX/UI Design · Acámica 2021

Professional, International Business · Universidad Francisco de Paula Santander 2016

Additional

Languages: Spanish (native), English (fluent)