Luis Felipe Toro

Product Designer - Design Systems

luispipe1998@hotmail.com +573153997777 Colombia linkedin.com/in/luistorodg

Profile

Strategic Senior Product Designer with 6+ years of experience designing and scaling complex fintech products and Design Systems.

Professional Experience

Ssr Product Designer & Design System Lead 2024 - Present
Ontop LLC Remote - US
I design the end-to-end experience of the **Worker** application, a wallet used by over **17,000 users**, working closely with Stakeholders, engineering, and content teams from concept to execution.

As a **Design System Lead**, I lead the creation and evolution of the **Design System**, ensuring consistency and scalability for more than **10 designers** and **35 developers** across **Web, Android, and iOS**.

Product Designer 2023 - 2024
Circulo de Credito Mexico (Remote)
Leading creation of a **B2C App** for selling financial analysis and security products for one of Mexico's leading **credit bureau companies**. The platform processed over **11 million monthly credit history inquiries**, and the project significantly improved the user experience for acquiring financial products by simplifying flows, reducing friction, and increasing user confidence.

AI Product Designer 2023
Kmeleon Tech Remote - US
AI Product Designer responsible for delivering AI-driven digital products such as **RAG systems and chatbots** for multiple companies. Led the process from understanding core business needs to designing and delivering functional solutions, including user onboarding and training to ensure effective adoption across teams.

Product Designer 2022 - 2023
Scotiabank Colpatria Colombia
Led the improvement and creation of user experience for financial products such as credit cards, loans, and savings accounts. From customer acquisition to ongoing satisfaction metrics tracking, ensuring a consistent and optimized experience. Adapted and maintained the global Canva Design System for the Colombian market.

UX/UI Designer 2021

Serempre Colombia

UX/UI Consultant with a proven track record of designing and enhancing digital products for global brands like Budweiser, Corona, and Cusqueña. I collaborated closely with stakeholders to define project scope, estimate efforts, and guarantee a user-centric approach.

Junior UX/UI Designer 2020

Finsocial Colombia

UX/UI Designer responsible for creating and improving user experiences in internal financial tools and products. Defined and implemented improvements in user flows, analyzing the needs of different areas of the company. Created reusable components for the internal design system and designed UX strategies for various initiatives.

Skills

Product Design | UX/UI Design | Design System | Interaction Design | Usability & Accessibility | Prototyping | Figma | Design Tokens | AI-powered Products (RAG, Chatbots) | Fintech

Education

Front-End Fundamentals (HTML, CSS, JavaScript) - Platzi 2022

Platzi

Bachelor's / Degree in Graphic Design 2016 - 2019

Universidad Autónoma del Caribe Colombia

Awards

Best Budweiser App - Eurocup 2019 2019

AB InBev

Designed a Budweiser application for **Eurocup 2019**, later **recognized as the best Budweiser app of the tournament**, standing out among multiple regional implementations.