



PABLO CARBONARI

Senior User-Centered Experience Designer

I am a seasoned graphic designer with over 15 years of experience crafting web and app interfaces for companies, agencies, and public institutions. Driven by a passion for creating digital experiences, I transitioned into UX design to develop more impactful and user-friendly products. Currently, I am deepening my expertise in product psychology and AI to optimize the full product design cycle with a human-centered approach.

Experience

2024 – 2025. Medellín, Colombia.

Stellar Elements – Senior Experience Designer

- Analyzed products and created various research deliverables (e.g., heuristic evaluation, competitive analysis, stakeholder interviews, etc.) for clients.
- Supported Stellar Elements sales staff with new business development, and participated in opportunity brainstorming and prioritization.
- Executed creative direction of projects through preparation of design deliverables.
- Identified base design requirements and activities through early conversations with potential clients, and ensured the quality of deliverables was in line with methodology, best practice, trends, company standards and SOW.

2023 – 2024. Medellín, Colombia.

VML – Senior UX/UI Designer

- Designed desktop UI for Abbott’s Contigo loyalty program (LATAM) based on the already defined mobile experience and design system, and shared useful feedback that adds into improvements backlog.
- Created an usability test protocol to layout probes and tasks that participants completed. Built the interactive prototype, formulated follow-up questions, and conducted the test on Maze.
- Analyzed/interpreted results to identify user pain points, preferred paths, and provided solutions to include in the MVP.

2016 – 2023. Bogotá, Colombia.

DNP, Department of National Planning – Senior UX/UI Designer

- Led and conducted workshops with cross-functional teams to build a new IA for the main website through interviews, card sorting, site mapping, and content strategies.
- Designed new sections for the main website, applying the UI kit, usability, and accessibility guidelines and laws.
- Designed and conducted quantitative and qualitative user research to build personas and supported UX evangelization within the organization.
- Ensured multi-site consistency through heuristic and usability tests that followed the government’s guidelines for public national entities.
- Created user stories and provided hand-off documentation of designed UIs to the development team.

2021 – 2023. Bogotá, Colombia.

RTVC, Public Media System – UI Designer

- Structured and conducted quantitative user research to build proto personas to identify and define user profiles.
- Designed an internal website for user self-service consultation of big data, research reports and analysis documents of cross-media audiences.
- Designed visual components (banners, newsletters, displays, system pop-ups) for internal communications distributed through different media outlets.

2021 – 2022. Munich, Germany.

Voyagero, Travel startup company – Freelance

- Supported business definition by creating the Business Model and Value Proposition canvases. Conveyed company goals and vision through Brand Identity canvas and mood boards.
- Created the Visual Brand Identity Guide. Designed the logo, icons, illustrations, social media templates, physical stationery and more brand assets.
- Built the company’s MVP: an online web app for travelers to share experiences and collaboratively plan trips. Developed and conducted a custom methodology that combined Design Thinking, User-Centered Design and Sprint practices.
- Delivered user research documentation, high fidelity and interactive prototypes, user testing results and design system documentation.

2020 - 2021. Guayaquil, Ecuador.

Miramont, Trader of Agricultural Supplies – Freelance

- Collaborated with the marketing team to design and conduct a brief user research, while keeping differentiation between UX and Mkt tools, goals and results.
- Collaborated with the stock and logistics teams to understand the wide range of products to build the information architecture.
- Designed and tested with stakeholders low fidelity and interactive prototypes for the company’s website. Used client’s feedback and test results to design high fidelity prototypes.
- Coded and developed for CMS (WordPress). Fed all the product inventory into the system and delivered a fully functional online catalog.

2016 – 2017. Bogotá, Colombia.

Alün Ideas – Creative Art Director

- Built and led the graphic design team to tackle mostly digital product projects (web, app, games).
- Managed clients through interviews, workshops and requirements gathering.
- Designed and directed a new client’s brand, from logo to stationery and product packaging redesign.
- Participated in service design strategies and creation of internal formats and processes to improve the agency’s workflow.
- Managed all the clients' graphic assets to develop consistent products and structured visual libraries.

2012 – 2016. Cali, Colombia.

Colgate Palmolive Company – Senior Web Designer

- Updated and adapted existing and new websites for Colgate-Palmolive globally.
- Teamed with the US marketing team to design a website for a new product launch.
- Designed social media posts and ad campaign banners for the local marketing team.
- Designed internal communications newsletters and bulletins.

2010 – 2012. Medellín, Colombia.

WebCreativa – Web & Audiovisual Designer

- Worked with different types of clients: clothing, consumer goods, restaurants, education and mining.
- Created websites from wireframes, mockups, and high-fidelity prototypes to coding and CMS implementation.
- Designed motion graphics reels and ads involving full process animation and composition (special effects and sound design).

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Education

2025 – Present

Growth.Design

Product psychology masterclass certification in process.

2019 – Present

Interaction Design Foundation

Distinguished scholar with 30 courses and 4 master classes completed.

2013

Xpert – Learn Design & Code

Professional Web Design Mastering

2003 - 2009

Universidad Autónoma de Occidente

University degree in Graphic Communication Design. Cali, Colombia.

Skills

Research

Interviews, Surveys, Thematic Analysis, Card Sorting.

Definition

Personas, Affinity Diagramming, POVs, User Stories, Journey Mapping.

Prototype

Low, Mid and High-Fidelity, micro-interactions.

Test

A/B, Usability, Analytics, Heuristics.

Software

Miro, Figma, Sublime Text, G Forms, Maze, Zeplin, Azure DevOps, Hotjar, AI, PS.

AI

ChatGPT, Perplexity, Lovable, Whimsical, Adobe Firefly.

Recognitions

2015/05 and 2013/05

Colgate Palmolive CO

Managing with Respect Award

2003

Universidad Autónoma de Occidente

Scholarship recipient

Languages

English

EF SET English Certificate 78/100 (C2 Proficient)

Spanish

Native/first language

Italian

Basic reading and speaking