

# Allison Lozano

Product Designer · UX/UI

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## PROFESSIONAL SUMMARY

Product Designer (UX/UI) with 3 years of experience in user research, interaction design, and high-fidelity prototyping. Proven in fintech products and B2B platforms, collaborating with multidisciplinary teams to deliver user-centered solutions that improve usability and drive business outcomes.

## EXPERIENCE

- UX/UI Analyst — Kambista** May 2025 – Present
- Analyze and optimize user experience across digital fintech products.
  - Design wireframes and high-fidelity prototypes in Figma aligned with user needs and business metrics.
  - Conduct UX research and usability testing to validate design decisions.
  - Collaborate with product and development teams under agile methodologies.
  - Improve critical user flows, increasing clarity and navigation efficiency.
- UX/UI Designer — Sof.ia** Aug 2024 – Oct 2024
- Designed interfaces through user-centered wireframes and prototypes.
  - Conducted UX research and usability testing.
  - Applied visual hierarchy, typography, and color principles aligned with brand identity.
- UX/UI Designer — Alticsa** Aug 2023 – Jul 2024
- Led qualitative and quantitative user research.
  - Redesigned internal platform, achieving a 20% increase in conversions.
  - Built and documented a complete Design System.
  - Executed usability tests with Maze alongside developers.
- Technical Specifications Analyst — Corporación Textil Unidos** Jan 2023 – Jun 2023
- Developed technical specification sheets optimizing production processes.
  - Researched materials and costs, improving operational efficiency by 20%.

## VOLUNTEERING

- Communications & Social Media Volunteer — DesignOps Latam** Apr 2025 – Oct 2025
- Created and managed content for Instagram and TikTok on design culture and operations.
  - Edited social media videos aligned with the community's brand identity.
  - Supported the digital communication strategy of a Latin American design community.

## SKILLS

**UX/UI & Product Design** User Research · Wireframing · Prototyping · User Flows · Usability Testing · Design Systems · Interaction Design

**Tools** Figma · Miro · Notion · Asana · Illustrator · Photoshop

**AI Tools** ChatGPT · Gemini · Claude · Stitch · Pencil

**Languages** Spanish — Native · English — Intermediate

## EDUCATION

- Repensar** Apr 2026 – Present  
Service Design
- Google / Coursera** 2024  
UX Design Certificate
- Instituto Toulouse Lautrec** 2023  
UX/UI Design
- Centro de Altos Estudios de la Moda** 2015 – 2017  
Fashion Design