

Cristian Yezid Ayala Cediél

cristiancediel@gmail.com - 3134561817

www.cristiancediel.com

Career Summary

Visual Designer with 15+ years of experience across branding, motion, and digital product design, with a strong focus on user interfaces and scalable design systems. Experienced in designing and delivering UI solutions within Agile/Scrum environments, collaborating with cross-functional teams to create consistent, user-centered digital experiences. Skilled in UI component design, content implementation, and maintaining visual consistency across web products.

Summary of Qualifications

Technical Skills: Figma, Figjam, Adobe Suite (including Firefly), WordPress, Art Direction.

Management & Tools: Jira, Project Management, Generative AI (GEAI).

Soft Skills: Detail-oriented, Organized, Collaboration & Teamwork.

Languages

- Spanish – Native (C2)
- English – Advanced (B2)

Career History

Globant, Bogotá, Colombia

Visual Designer

Jan.2024 – May. 2026

Hilton Worldwide (Project):

- Managed and maintained WordPress websites, ensuring UI consistency, performance, and usability.
- Conducted UI reviews and QA, validating component implementation and resolving design inconsistencies.
- Built and configured new websites, establishing core UI elements including headers, alerts, color systems, buttons, modals, and footers.
- Implemented and updated content using reusable UI components, maintaining alignment with the design system.

Tools/Technologies: WordPress, Figma, Slack

El Palacio de Hierro (Project):

- Designed user flows, email campaigns, and banners that enhanced the user experience of a

premium Mexican e-commerce platform, leveraging the design system to ensure visual consistency and scalability.

Tools/Technologies: Figma, Figjam, Photoshop, Slack

Banco Lafise (Project):

- Contributed to the discovery phase of a business banking platform, defining design system foundations and creating core components.
- Delivered user flows and prototypes for key sections including Home, products, user management, and payroll modules.

Tools/Technologies: Figma, Figjam, After Effects, Photoshop, Slack

Mercado Libre Content Factory (Project):

- Designed and produced a variety of instructional materials to support internal training on SAP applications, with a strong emphasis on motion design videos created in After Effects.
- Tailored materials to simplify complex workflows and improve user understanding across departments, contributing to more efficient onboarding and system adoption.
- Collaborated closely with internal stakeholders to align content with business needs and ensure clarity and consistency.

Tools/Technologies: After Effects, Slack, Photoshop, Illustrator, Figma

Organon LATAM (Project):

- Developed strategic content assets for healthcare stakeholders, including infographics, targeted email communications, executive-level presentation decks, and in-depth white papers.
- Oversaw content updates and maintenance of the organization's web platform using WordPress, ensuring alignment with brand standards and healthcare industry regulations.

Tools/Technologies: Figma, Figjam, Slack, Photoshop, Illustrator, WordPress

British Airways (Project):

- Developed engaging, functional, and user-centric digital interfaces for the customer engagement section across various digital channels, including its website (desktop & mobile) and mobile app platform.
- Worked closely with the user experience (UX) design team to ensure that the designed interfaces met usability, accessibility, and customer satisfaction objectives.
- Ensured that all designed interfaces complied with web accessibility standards (WCAG).
- Designed visual elements consistent with the airline's brand identity, such as components, typography, and other graphic elements, to maintain a consistent brand image across all digital platforms.

Tools/Technologies: Figma, Figjam, Slack

Banco Ficohsa, Tegucigalpa, Honduras

User interface Designer

Jun. 2022 – Jan. 2024

- Created and maintained the global Design System.
- Developed high and low-fidelity wireframes.
- Designed the user interface for the personal loans digital product.

Tools/Technologies: Figma, Miro, Jira, Maze

Sensas, Medellín, Colombia*UI/UX Designer*

May. 2021 – Nov. 2022

- Created wireframes and maintained the internal design library.
- Received and analyzed feedback from users and stakeholders, translating them into technical requirements, functionalities, and digital products.

Tools/Technologies: Adobe Suite, Figma**Laboratorios Siegfried, Bogotá, Colombia***Art Director*

Oct. 2017 – Feb. 2021

- Led the art direction of packaging, advertising, and communication pieces (print and digital) for internal and external corporate campaigns.
- Directed the daily visual work of a creative team composed of two junior designers, a copywriter, an industrial designer, and a design intern.

Tools/Technologies: Adobe Suite (Photoshop, Illustrator, After Effects, Premiere)**Diana Corporación S.A.S, Bogotá, Colombia***Chief Designer*

Feb. 2015 – Jun. 2017

- Created Key Visual proposals for advertising campaigns and developed P.O.P. promotional materials.
- Executed advanced image editing, digital retouching, branding, and packaging artwork finalization.
- Managed and approved foil color systems on printing machinery.

Tools/Technologies: Adobe Photoshop, Adobe Illustrator**Treetop Marketing, Bogotá, Colombia***Art Director*

Sep. 2014 – Feb. 2015

- Conceptualized, designed, and developed advertising pieces and digital campaigns for global clients such as Unilever, Energizer, and Universidad del Área Andina.

Tools/Technologies: Adobe Photoshop, Adobe Illustrator**Mullen Lowe Group, Bogotá, Colombia***Art Director Jr*

Jan. 2013 – Aug. 2014

- Developed creative campaigns and advertising pieces mainly for Colsubsidio's in-house brand.

Tools/Technologies: Adobe Photoshop, Adobe Illustrator**Education****Universidad Piloto de Colombia | Bogotá, Colombia***Diploma in Design and Development of Dynamic Websites | 2017*

Universidad Piloto de Colombia | Bogotá, Colombia

Specialization in Marketing Management | 2013 – 2014

Fundación Universitaria Los Libertadores | Bogotá, Colombia

Bachelor's Degree in Graphic Design | 2003 – 2007