



UX/UI DESIGN
BRANDING
ILLUSTRATION
MEDELLÍN, CO

301 674 3207

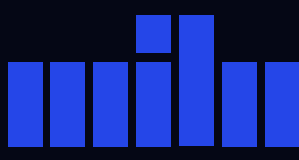
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Camilo Gómez Galeano



I shape ideas into brands with personality that connect with their audiences. Design, AI, user experience, and business blend together to create memorable results.

WORK

+15 YEARS EXP

UX/UI FOCUS

TEAM LEADER EXP



Mercado Libre
UX Designer

SEP 2023 - PRESENT

Product ownership of Mercado Libre's internal tools, research process, problem framing, goals definition, stakeholder alignment, ideation and prototyping, high-fidelity design, final content creation, design systems, user interviews and testing, continuous iterations, handoff process, backlog definition, and initiative prioritization. Prompting and constant use of AI tools such as Claude, Figma Make, ChatGPT, Gemini, Cursor, Antigravity, and NotebookLM among others.



Edelman Colombia
UX/UI Designer

JUL 2022 - SEP 2023

Design of digital experiences and web products for Edelman Studio, working with teams from the United States, using double diamond methodology and design thinking for digital product development, SCRUM, low and high-fidelity prototype design, benchmark research, problem framing, business goals, animated prototypes, and Figma management.



Triario
Team Leader / Web Designer / Brand Designer

FEB 2014 - JUL 2022

Design team leader, team management, training teams in web design, Adobe XD and Figma, web design with UX methodologies and HubSpot's Growth Driven Design, inbound marketing, branding design, mailing, social media content, website development in HTML and CSS, HubSpot CRM, WordPress, Elementor, and other site managers.

2011 - PRESENT

Freelance Branding Designer

Development of visual identity for various local brands.

2012 - 2013

Grupo Mercadeo

Design of BTL campaigns, POP, digital, social media, and editorial design.

2011 - 2013

The Print Shop

Knowledge of printing, press techniques, artwork finishing, and lithography.

SKILLS

DESIGN PRINCIPLES

PROBLEM FRAMING

CRITICAL THINKING

BRIEFING

INTERVIEWS

BRANDING CONCEPT

TEAMWORK

IDEATION

SCALABILITY

USER FLOWS

UX WRITING

WORKSHOP FACILITATION

PRIORITIZATION

PIXEL PERFECT

DESIGN SYSTEM

USER TESTING

CONTEXT DESIGN

TEAM DEFINITION AND ALIGNMENT

CRAFT

FIGMA

CLAUDE

CHATGPT

GEMINI

ANTIGRAVITY

CURSOR

NOTEBOOKLM

AI ILLUSTRATOR

Ps PHOTOSHOP

PROCREATE

G SUITE

HTML5

CSS3

EDUCATION



Fundación Universitaria de Área Andina
Diseño gráfico profesional

2013 - 2018



CESDE
Técnica en diseño gráfico digital

2009 - 2011

LANGUAGE

SPANISH - NATIVE

ENGLISH - B2