

ANDRÉS TORO

Staff Product Designer · Design Lead

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PROFILE

Product designer with over 20 years in digital. I have worked on projects for international clients in sectors ranging from banking and insurance to technology and entertainment. I design end to end: research, information architecture, user flows, wireframes, mockups and high-fidelity interfaces, with particular depth in design systems. I define the systems, visual languages and construction standards that other designers build against. I have led distributed design teams across time zones, on several projects at once, accountable for the quality of the work and for the client relationship. I turn complex, ambiguous problems into coherent digital products, connecting design decisions to business goals. I use AI in my design work to prototype, explore, analyze and document, and I build my own applications with it.

EXPERIENCE

Senior Product Designer · Design Lead — Globant | Aug 2020 — Jun 2026

I worked with international clients and cross-functional teams on digital products, design systems, UX and visual design, alternating hands-on design with design leadership. I ran research and defined user flows, wireframes and high-fidelity interfaces, and I guided quality, process and coordination with engineering, product, delivery and clients.

Selected projects

Finastra — Design system and trade finance application

- Led the project's design system: I defined its philosophy, visual language and components, and grew the existing library into a complete system. It ended up being the central project.
- Built the design system's token architecture, aligned both with Angular Material and with the client's previous corporate design system, whose token structure was incompatible with ours and was still in use across other products.
- Used AI to process the Material 3 and Angular Material documentation alongside the developers' technical specification, and defined our token levels and naming conventions on that basis, along with the documentation for the team.
- Designed mockups and set the new visual direction for a B2B trade finance web application serving banks and fintechs, built on a very old legacy system.

Qiddiya — Apps for two theme parks

- Designed the high-fidelity mockups for a transactional photo capture and purchase flow across the apps of two theme parks in Saudi Arabia.
- Worked on the Arabic (RTL) adaptation and localization of both applications, using GPT with specific instructions so the translation read naturally and fit Saudi cultural context.
- Used Gemini and Sora to generate the imagery for the photo flow mockups, adapted to the local cultural context.

Gore — Corporate site, medical site and design system

- Directed the three design teams: 3 projects, 7 designers.
- Inherited a project that had been stalled for 4 months, with the team consuming budget and no approved deliverable, and unblocked it by running a six-hour workshop across the three teams.
- Redesigned roadmaps and processes and parallelized workstreams; brought in a design lead who rotated across the three projects to hold consistency and quality.
- We delivered all three products within the timeline the previous leadership had negotiated, without cutting quality.

PSIC — Agency Management System, insurance

- Worked on the information architecture, user flows and wireframes of the agency management system of a US insurance company, focused on the producer onboarding flow.

- Redesigned the design process to work without access to user research, and held the line on defining architecture and flows before moving to the interface.
- Turned scattered and contradictory business stakeholder requirements into definitions the team could act on.

LendingClub — Clubhouse and design system

- Led 4 Globant designers across two workstreams on the account: the Clubhouse redesign, which I owned end to end reporting to the client's UX manager, and the team embedded in the design system project, where I was accountable for the quality of the deliverables.
- Ran the initial UX research for Clubhouse and, from its findings, defined the user flows, user personas and information architecture.
- Put the project's operation in order: a recovery plan for the missing design resource, timeline, meeting cadence, onboarding and designer replacements.

Luminate — Puffin and Flamingo

- Led the redesign of the company's two main music metadata tools: an internal management portal and a platform to commercialize that data with external clients.
- Directed two design teams, 3 designers in total, and was accountable to the client for planning, resources and quality.
- Staffed the teams according to the load of each workstream: I requested reinforcements, brought designers in and managed replacements.
- Ran the UX research and defined the flows, wireframes and mockups for one of the tools, and supported the development team.

Indeed — Enterprise design system

- Designed components for Indeed's design system as part of its design team, within a process of research, exploration and team critique.
- Found and fixed a structural inconsistency in the icon system that kept the icons from working as a family, which meant rebuilding the icons that had already been approved.
- Defined the visual language of the icon family and the process to sustain it. Two designers came in to support the work under those guidelines and my supervision, and we delivered 213 icons in 3 sizes.
- Designed the design system's website, which centralized all of its documentation and resources.

Independent consultant • Product design • UX/UI — Independent | May 2019 — Aug 2020

- Advised Xperience Design on digital projects for Bancolombia.
- Advised Minkko, a fashion marketplace, on the redesign of its platform, focused on user acquisition and conversion.

UX/UI Area Lead — Xperience Design | May 2018 — May 2019

- Assessed the design area and, based on those findings, was asked to transform it to raise its UX/UI capability. I redefined the roles, renewed the team, trained those who needed it and changed the tools we worked with.
- Designed and led solutions for Bancolombia, Davivienda, Puntos Colombia and Novaventa.
- Ran the area with 5 designers reporting to me, three placed with clients as staff augmentation and two in house. I was accountable to clients for the quality of the team and of the products.

Independent consultant • Digital design • UX/UI — Independent | Feb 2007 — May 2018

- Designed and delivered digital products and experiences for direct clients and for agencies such as TBWA, Materia Gris and Xperience Design, running projects from understanding the need through to delivery.
- Worked for brands including Bancolombia, Davivienda, Puntos Colombia, Nutresa, UNE, Comfama and Avon.

Senior Account Executive — Indexcol | Sep 2006 — Feb 2007

- Coordinated digital projects for EPM and for companies now part of Grupo Nutresa, connecting the design and development teams with the client. For Suizo I structured a phased plan that met an immediate need and made the full project viable.

Lecturer • Hypermedia and Virtual Marketing program — Universidad de Medellín | Feb 2006 — Jun 2006

- Repositioned the program, balancing technical content with digital design and marketing fundamentals.

Co-founder — Cúbica | Jul 2002 — Jun 2006

- Co-founded a web and multimedia design studio and ran projects end to end, integrating strategy, design and programming.

PERSONAL PROJECTS WITH ARTIFICIAL INTELLIGENCE

- Built a native macOS application to manage my job search, with a local LLM at its core running several analysis and job-filtering functions.
- Built, with AI-assisted programming, a native desktop application for stock analysis, connected by API to my broker.
- Developed my personal portfolio with AI, connecting Claude to Figma and to Netlify through MCP to work end to end from design to publication.

SKILLS

Product design: Design systems, design tokens, UX research, information architecture, user flows, wireframing, prototyping, interaction design, interface design, localization and RTL.

Tools: Figma, Figma Make, Sketch, Dovetail, Jira, Photoshop, Illustrator.

Artificial intelligence: Claude, GPT, Codex, Gemini, Sora, local LLMs, MCP, AI-assisted programming, AI image generation.

Technology: HTML, CSS and JavaScript fundamentals; Python to read and understand code.

Languages: Spanish (native) · English (professional working proficiency).

EDUCATION

Postgraduate Diploma in Marketing — Escuela de Ingeniería de Antioquia | Nov 2004

Diploma in Web Design — Universidad Pontificia Bolivariana | Dec 2000

BSc in Management Engineering — Escuela de Ingeniería de Antioquia | Jul 2000

Courses: UX Design from Scratch and Mobile Design — Interaction Design Foundation