

Andres Fernando Arias Nemocon

Industrial Designer - UX/UI Designer

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X <https://x.com/andyprodesign>

Github <https://github.com/ANemocon>

Portfolio <https://www.behance.net/Nemoc>

Profile

Senior UX/UI Designer with 8+ years of experience designing user-centered digital products. Experienced in integrating AI-assisted features into user journeys, including conversational interfaces, intelligent workflows, and AI-supported decision-making tools. Strong focus on usability, ethics, and business value when designing AI-powered experiences.

Software & methodologies I use

Figma, Suite Adobe, Hotjar, Adobe XD, Miro, Maze

Design thinking, Agile, Digital enterprise, Human center design, Design systems.

ChatGPT, Gemini, Cursor, Google AI Studio, Stitch AI (applied to UX workflows, prototyping and content design)

Soft skills

- Good team worker, self-motivated, transparent.
- Ability to iterate your designs and solutions efficiently and intelligently.
- Ability to work effectively in cross-functional teams.
- Be excited about collaborating and communicating closely with teams and other stakeholders to regularly deliver design solutions for approval.

Languages

ES - Spanish - native

EN - English - B2

IT - Italy - A1

Professional experience

Nuvu - (Blend LATAM)

UX/UI Designer - Freelance

Bogota

2023 Sep - 2024 Feb

Enhanced the Design System, designed Key Screens, optimized User Flows and Processes, stakeholder Collaboration, conducted Usability Testing.

Tools & Software:

Figma & FigJam

Imagemaker

UX/UI Designer

Bogota

2022 Feb - 2023 Sep

Internal and External Consultancy, design System Creation, Wireframes, Mockups, and Prototyping; Usability Testing and Research, Cross-functional Collaboration, User Interface (UI) Solutions, Promoting UX Mindset.

Tools & Methodologies:

Agile and Scrum & Figma, Sketch, Adobe XD:

NUVU - (Blend LATAM)

UX/UI Designer

Bogota

2021 Apr - 2021 Dec

Product Area Leadership, User Advocacy in Complex Projects, Strategic UX and Design Decisions.

Client Experience:

Successfully led projects for high-profile clients, including the Colombian National Police, Chamber of Commerce of Barranquilla, and Virufy (a California-based nonprofit recognized by the IRS), delivering impactful, user-centered solutions.

Amaris consulting

UX Consultant

Bogota

2020 Aug - 2021 Apr

Liberty Seguros Projects: Contributed to multiple key projects, including the Payment Portal, News Blog, claims reporting application, and the SARLAFT Reporting Platform, ensuring high standards of user experience and interface design.

Creative Sessions and Co-Creation, brand Consistency and Visual Design Collaboration, user Flow Analysis and Usability Optimization, responsive Web Design and Wireframing:

Tools & Methodologies:

User Research & Information Architecture

Responsive Web Design

Design System Maintenance

Smart Payment (Pagos inteligentes)

User experience

Bogota

2020 May - 2020 Aug

Redesign of the Platy Comercios application and design of the brand language. - Work with wireframes and content distribution - Establish points of interaction between the system and the user - Identify weak points in the structure and suggest improvements - Design the user interface (UI).

Legislación económica - LEGIS

UX Designer

Bogota

2019 Dec - 2020 Mar

As part of the company's innovation team, I was in charge of the redesign and development of the "Minerva digital" application in its second phase. in its second phase, this is composed of:

- Analysis and redesign of the application flows. Restructuring of usability and graphic structure
Brand management and new presentation
- Design and implement UI solutions that align seamlessly with business objectives and user expectations.

Poteka

UX/UI Designer

Bogota

2015 May - 2019 Oct

In charge of the direction and development of design projects, for the WEB design, mobile design and the artifact design. The functions of the position were:

- Meetings with stakeholders for project conceptualization
- Project management with agile and user-centered methodologies (design thinking)
- Generation of morphological, systemic, graphical and user experience solutions. Increasing usability by more than 90%

Education

Bsc Industrial designer

National University of Colombia

2014

Courses

Coder house - Design UX/UI advance 2021

Interactive Design fundation- UX Design for Argumented Reality 2024

Interactive Design fundation - AI for designers 2025