

TATIANA OCHOA

PRODUCT DESIGNER / PRODUCT OWNER

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Medellín, Colombia · Open to relocation & remote

English C1 (IELTS certified) · Spanish (native) · Portuguese (basic) · Chinese (basic)

PROFILE

Product Designer with 14 years of design experience — 10 as an architect shaping retail stores, TV sets, and public spaces across 5 countries, and 4 years shipping mobile, web, and conversational commerce products for global brands including NVIDIA and Zubale. I approach digital products the way I used to approach buildings: systems first, details that serve people, and a deep curiosity about how humans actually move through them. I used to design in Figma — now I design directly in Claude Code, building working prototypes and front-end that closes the gap between idea and shipped product.

STRENGTHS

- **End-to-end ownership.** Comfortable leading from ambiguous problem statement to shipped product — strategy, flows, UI, prototyping, and UX copy.
- **Systems thinker by training.** A decade designing buildings and public spaces taught me to see products as systems: patterns, hierarchy, and how small details compound into the overall experience.
- **Global + multi-market fluency.** Shipped work across LATAM (6 countries), Mexico, Colombia, and the US. Comfortable designing for diverse audiences, languages, and cultural contexts.
- **Designer who builds.** I design directly in Claude Code — working prototypes and front-end, not just mockups — which tightens the loop with engineering and accelerates shipping.

EXPERIENCE

Product Designer · Codebranch (US-Colombia) — clients incl. NVIDIA May 2025 – Present

- Lead designer across a portfolio of US clients: enterprise tools for NVIDIA Operations, a real estate platform, and AI-powered sports apps (PunchLab boxing tracker, Flag Football performance app).
- Own experiences end-to-end — from ambiguous problem statements to shipped, measurable product.
- Shifted from Figma-first to designing directly in Claude Code — building working prototypes and production-adjacent front-end, which tightens the loop with engineering and accelerates shipping.
- Collaborate async with distributed product, engineering, and research partners across time zones.

Product Designer — Consumer Connect · Zubale (LATAM retail-tech) Oct 2023 – May 2025

- Designed personalized mobile shopping flows on WhatsApp for 100+ retailers across 6 LATAM countries — a native, conversational, mobile-first commerce channel.
- Increased user-attributed sales by up to **+18.5%** through UX writing, flow redesign, and CRO experiments run with PM and data — translating qualitative and quantitative insights into shipped decisions.
- Balanced one cohesive product system with regional behaviors, language, and retailer constraints across multiple markets.

Design Project Manager · Pari Delivery — Mexico

Jun 2023 — Dec 2023

- Led the parallel redesign of three product surfaces as Pari pivoted from dark stores to public-facing retail: the physical stores, the brand identity, and the customer-facing app.
- Owned architecture and store design end-to-end — converted dark stores into 15 public-facing locations across CDMX, Guadalajara, and Querétaro.
- Directed the brand identity rebrand with a branding team — translating the new public-retail positioning into a refreshed visual system.
- Led the customer app redesign and shipped to iOS and Android, aligning the digital experience with the new in-store identity.

Architect — Retail & Entertainment · Televisa · Retail Experts · Independent

2013 — 2023

- 50+ retail stores shipped across Mexico, New York, Nicaragua, Guatemala, and Colombia — direct, transferable grounding in retail guest journeys.
- 15+ public-space projects in Mexico City including PILARES community schools; set design for 10+ TV programs at Televisa — training in staging attention, hierarchy, and emotional pacing.
- Direction of 20+ dark kitchens and BTL advertising environments — systems that scaled across locations while staying on-brand.

SKILLS & CAPABILITIES

Design craft	End-to-end product design · Interaction design · Visual design · Information architecture · Accessibility (WCAG-aware)
Mobile UX	Native iOS & Android patterns · iOS Human Interface Guidelines · Android Material Design · Gestures, sheets, modals, progressive disclosure
Systems	Design systems & pattern libraries · Component architecture · Multi-market scalability · UX documentation
Strategy	Problem framing · User-needs to business-outcomes mapping · Cross-functional influence · Roadmap input
Tools	Figma · Adobe Suite · Claude Code · Claude Design
Domains	Retail & e-commerce · Conversational commerce · Fitness & sports apps · Enterprise SaaS · Real estate
Languages	English (C1, IELTS certified) · Spanish (native) · Portuguese (basic) · Chinese (basic)

EDUCATION & CERTIFICATIONS

Member — UX/UI · Interaction Design Foundation (IxDF)	2024
Google UX Design Professional Certificate · Coursera	2022
Bachelor of Architecture (BArch) · Universidad Pontificia Bolivariana	2008 — 2014
Diploma — Interior Architecture · Universidad Pontificia Bolivariana	2014

Additional: Design Thinking Fundamentals · Scrum

How I work — *I lead with curiosity over ego, communicate with honesty and kindness, and take personal responsibility for my work. I don't take myself too seriously — I move faster and build better products that way.*