

ERIKA CELY

Senior Product Designer

 erikacely.com
 /erika-cely

From Bogotá, Colombia
erikacely6@gmail.com
+57 316 585 2108

Hi!, I'm a Senior Product Designer with 9+ years of experience designing user-centered digital products across technology, marketing, and social impact.

Passionate about Human-Centered Design, information architecture, and creating scalable experiences that balance user needs with business goals.

Education

- 2026
AI Design Bootcamp
Memorisely
- 2024 – 2025
Postgraduate Degree in Human Rights and International Humanitarian Law
Externado University of Colombia
- 2023
UI Design refresher
Coderhouse
- 2017– 2019
Profesional Graphic Designer
Politécnico Grancolombiano University
- 2014 – 2016
Multimedia production specialist
Convenio SENA/ Monserrate University
- 2013
Multimedia design and integration technician
SENA

Core Skills

Product Strategy | Product Discovery | Human-Centered Design | UX Research | Information Architecture | Interaction Design | Design Systems | Accessibility (WCAG) | AI Product Design | Cross-functional Leadership

Tooling

Figma – Figjam
Adobe Creative Suite
Agile methodology

Languages

Spanish, English.

Experience

Product Designer | Xbox (Microsoft)

August 2024 – July 2026

- Designed end-to-end digital experiences for the Xbox Game Developer ecosystem, helping developers discover programs, tools, and resources throughout their publishing journey.
- Improved information architecture and navigation to enhance content discoverability across content-rich developer platforms.
- Partnered with Product Managers, Engineers, Marketing, and Content teams to deliver scalable, user-centered experiences aligned with business and user goals.
- Designed landing pages and digital experiences supporting product launches, marketing campaigns, and strategic initiatives for the Xbox Game Developer platform.
- Applied Human-Centered Design principles to translate complex business and technical requirements into intuitive, accessible, and engaging user experiences.

Co-Founder & Creative Director | Las Fuertes Foundation

May 2022 – Current.

- Defined and led the organization's creative vision, brand strategy, and communication strategy across digital, print, and educational initiatives.
- Directed the design and development of educational campaigns, digital experiences, and communication materials to promote menstrual education and gender equity.
- Collaborated with multidisciplinary teams to translate complex social challenges into accessible, human-centered solutions.

ERIKA CELY

Senior Product Designer

 erikacely.com
 /erika-cely

From Bogotá, Colombia
erikacely6@gmail.com
+57 316 585 2108

- Led end-to-end creative projects, from concept and storytelling to execution, ensuring consistency across all communication channels.
- Designed fundraising, advocacy, and event materials that strengthened community engagement and organizational visibility.
- Applied Human-Centered Design principles to create inclusive experiences that empower girls and underserved communities.

Founder & Product Designer | Cherry Cups

January 2017 – November 2021

- Founded and scaled an e-commerce startup, leading product strategy, UX/UI design, branding, and customer experience from concept to launch.
- Designed the end-to-end digital shopping experience, including user flows, information architecture, checkout optimization, and responsive interfaces.
- Developed the brand identity and visual system, ensuring a cohesive experience across the website, packaging, marketing, and social media.
- Planned and executed digital marketing campaigns, creating content and assets that increased brand awareness and customer engagement.
- Collaborated with suppliers, developers, and external partners to launch new products and continuously improve the customer experience.

Web Designer | Publicis One

October 2017 – November 2019

- Designed responsive websites and digital experiences for global brands, balancing user experience, marketing objectives, and brand consistency.
- Collaborated with creative, strategy, and development teams to transform marketing concepts into engaging digital experiences.
- Created wireframes, UI designs, and implementation-ready assets for websites and digital campaigns.
- Contributed to projects for global brands including Renault and Nestlé, adapting experiences for diverse audiences and markets.
- Balanced user experience, visual design, and marketing objectives within a fast-paced agency environment.

Freelance Product & UX/UI Designer

May 2015 – August 2024

- Partnered with startups, agencies, and nonprofit organizations to design user-centered digital products and brand experiences.
- Led end-to-end design projects, from discovery and information architecture to wireframes, high-fidelity UI, and developer handoff.
- Collaborated closely with cross-functional teams to translate business goals and user needs into intuitive, scalable solutions.
- Designed websites, web applications, and digital campaigns that improved usability, engagement, and brand consistency.