

DAVID OBANDO REYES

Senior UX/UI Designer & Product Manager

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PROFESSIONAL SUMMARY

Senior Product Designer and Product Manager (PdM) with a proven track record of designing, developing, and launching digital products in the software industry. Skilled in agentic AI-assisted workflows, UX/product design, product strategy, and roadmap planning, with experience leading developer and design teams through the end-to-end product development lifecycle.

CORE SKILLS

Product Strategy & Roadmapping, UX Research, Flowcharts & User journeys, Figma, Prototyping, Wireframing, User Testing, Accessibility, Design Systems, PRDs & User Stories, Agile / Scrum, Game Design & Gamification, Unreal Engine, Budget & team building, Cross-Functional Team Leadership, Agentic AI Design (Claude, Cursor AI)

PROFESSIONAL EXPERIENCE

Senior Product Designer — Hibrids

Sept 2026 – Present

Senior Product Designer for a fintech solution, improving discoverability, accessibility, new features, and the overall experience.

- Leading product design for a fintech solution, improving discoverability so customers can find and complete key flows more easily.
- Strengthening accessibility across the product so more users can use core features with confidence.
- Designing and shipping new features while refining the overall end-to-end experience.
- Partnering with product and engineering to turn opportunity areas into usable, launch-ready interfaces.

Platforms: Desktop and Mobile

Senior UX Designer & Product Manager — Yourway

Jul 2025 – Aug 2026

Product Manager and UX/Product Designer leading end-to-end development of digital products.

- Directed product strategy and roadmap planning across cross-functional teams, aligning design, engineering, and business goals.
- Owned user research, wireframing, and prototyping to translate customer needs into validated product decisions.
- Authored PRDs and user stories to drive clear, actionable engineering handoff.
- Integrated agentic AI (Claude) into the design process to accelerate ideation, workflows, and product development.

Platforms: Desktop and Mobile

Senior UX Designer II — Globant

2022 – 2025

Project: Fortnite — Epic Games (Gaming)

Oct 2022 – Jul 2025

- Redesigned the in-game Locker experience through user research, competitive benchmarking, customer journeys, and user flows.
- Built and tested prototypes in Figma and Unreal Engine; ran playtests with UserTesting to validate design decisions.
- Designed for multiple interaction environments, improving returning-user engagement and increasing adoption of key Locker features.

Platforms: Desktop, Nintendo Switch, PlayStation, Xbox, and Mobile

Project: 160 Drivers Academy (Automotive)

Dec 2021 – Oct 2022

- Led user research, customer journeys, user flows, and personas to guide product decisions.
- Built the product's design system and prototypes in Figma; ran usability tests with Maze to improve driver and instructor app usability.
- Led the design team in an Agile environment and partnered with the Project Manager on product planning.

Platforms: Desktop and Mobile

Senior UX/UI Designer — Encora

2021 – 2022

Project: MiBanco (Fintech)

Apr 2021 – Jan 2022

- Conducted user research and affinity mapping; developed user journeys and personas to inform design decisions.
- Built low-fidelity prototypes in InVision and Figma for web and mobile products.
- Developed the company's first design system and introduced DesignOps practices, helping integrate Agile methodologies to improve team performance.

Platforms: Desktop and Mobile

Project: Other Projects: eDoula, Amazon, eWallet

Feb 2021 – Apr 2021

- Delivered user research, journeys, personas, and affinity diagrams across three concurrent projects.
- Built low-fidelity prototypes in InVision and Figma and led usability testing with Maze within an Agile team.

Platforms: Mobile and Desktop

Product Designer — Boken SAS

2014 – 2021

Project: Notiplac (Automotive)

- Led UX efforts for Notiplac, an automotive mobile and web app designed to boost customer loyalty in after-sales service while streamlining daily operations.
- Exceeded the client's initial 2% churn-reduction target: customer retention rates increased by at least 7.5% for most clients using Notiplac.
- Optimized internal workflows, saving car managers up to an hour per day.

Platforms: Mobile and Web

EDUCATION

Bachelor's Degree, Interactive Media Design — Universidad ICESI

2009 – 2014

CERTIFICATIONS

- Lean UX — 2020
- UX Writing — 2021
- Video Game Design — 2023
- Unreal Engine: Foundation Course For UI Artists — 2024

LANGUAGES

Spanish (Native) | English (Advanced)