

César Díaz Rodríguez

Senior Product Designer

UX/UI · Product Strategy · UX Research · Interaction Design · Design Systems · Design Leadership

Contact

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Profile

Senior Product Designer with 9+ years of experience designing digital products across banking, digital agencies and independent ventures. Experienced in UX strategy, research, interaction design and design systems, with hands-on experience in design leadership, cross-functional collaboration and team facilitation. Exploring emerging technologies such as AI to enhance digital product experiences.

Education

Master's Degree in User Experience for Digital Products & Services
UDIT University · Madrid, Spain · 2024–2025

Bachelor's Degree in Graphic Design
Universidad Escuela de Artes y Letras · Bogotá, Colombia · 2009–2014

Core skills

Product Design
UX Strategy · UX Research · Interaction Design · User Flows · Wireframing · Prototyping · Usability Testing

UI & Systems
UI Design · Design Systems · Component Libraries · Design Tokens · Accessibility · Responsive Design

Leadership
Cross-functional Collaboration · Stakeholder Management · Project Ownership · Design Direction

Tools
Figma · FigJam · Maze · Miro · Notion · Adobe Creative Cloud

Technical
HTML · CSS · WordPress · WooCommerce · Google Analytics

Languages

Spanish — Native
English — Fluent

General Technologies Consulting

Senior Product Designer — ING España & Portugal

Spain
Sep 2025 to Present

- Design digital banking experiences across mobile and web, translating user needs, business requirements and behavioural data into intuitive product solutions.
- Lead UX/UI design activities from user flows and wireframes to high-fidelity interfaces and interactive prototypes, collaborating closely with product, research and development teams.
- Apply ING's design system, components and design tokens to create consistent, scalable and accessible experiences across digital products.
- Facilitate team retrospectives and support delivery by overseeing workload, managing Azure workflows, and coordinating questions, blockers and team needs with the wider Scrum Master team.

ING España & Portugal

UX/UI & Product Designer — Internship

Madrid, Spain
May 2025 to Sep 2025

- Improved banking experiences by analysing real user data and behavioural insights to identify usability opportunities across mobile and web.
- Designed and adapted user flows, wireframes and prototypes using ING's design system, components and design tokens.
- Collaborated with UX researchers, designers and developers to translate user and business needs into accessible and technically feasible solutions.
- Conducted competitive benchmarking and contributed to design decisions aligned with digital banking trends and user expectations.

The Digital Embassy

UX/UI Designer

Adelaide, Australia
Aug 2021 to Sep 2024

- Designed digital products and experiences for 40+ clients, translating business requirements and user needs into wireframes, prototypes, visual designs and responsive interfaces.
- Developed design systems, component libraries and visual patterns to improve consistency and scalability across digital products and platforms.
- Collaborated with cross-functional teams to deliver web and digital solutions, contributing to a 126% increase in new users and 178% growth in mobile engagement on a key project.
- Improved design and reporting processes, contributing to an approximately 129% increase in traffic to conversion destinations.

Bold Web Design Adelaide

Web Designer

Adelaide, Australia
Apr 2021 to Jul 2021

- Designed and developed 15+ WordPress and e-commerce websites, translating client requirements into responsive digital experiences.
- Streamlined theme selection and customisation processes, reducing development time by 40% and enabling projects to be delivered within one week.

Cediazlab Design

Founder & Product Designer

Australia
2015 to present

- Founded and led a digital design business delivering websites and e-commerce solutions for 30+ clients across different industries.
- Led end-to-end projects and coordinated design, development and client stakeholders, from discovery through delivery.
- Managed client relationships, project scope and delivery while translating business needs into digital strategies and UX/UI solutions.
- Delivered e-commerce and digital solutions contributing to 30%–120% revenue growth across selected projects.

Additional Experience

Digital Active Strategies — Digital Designer
Colombia · Jul 2015 – Sep 2016

University of Cundinamarca — University Lecturer
Colombia · Jan 2015 – Jun 2015