Erik Andrade

Product Design Manager

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I'm a design leader with 7+ years working on complex B2B platforms in telecommunications, fintech and agri-tech. The last four I've spent changing how a growing SaaS organization designs and ships.

At Unifonic I lead the product design team and the practices around it: the design system that 9+ squads build on, the research program that puts real user feedback in front of teams, and the AI-assisted workflows that have changed how designers, PMs and engineers work together, from design-to-code pipelines to internal tooling and LLM-ready documentation.

Earlier, I led design engagements for enterprise clients at Endava and ran the communications function for a United Nations office, aligning national programs with regional and global mandates.

Outside of work, I enjoy cycling around town and capturing moments through photography.

Skills

Design team leadership & capability building

Design System governance & adoption at scale

Research program design & user feedback operations

Cross-functional delivery with PM, engineering & operations

AI-assisted design workflows & internal tooling

Strategic stakeholder communication

Tools

Design

Figma / Pencil

AI + Code + Vibe :)

Claude / Cursor / Github

UX Design & Ideation

Miro / FigJam

Project Management

JIRA / Notion / Asana

Validation & Testing

Lovable / Figma Make / Userberry

User Tracking

Mixpanel / Userpilot

No-Code Design

Framer / Webflow

Experience

Product Design Manager @ Unifonic

March, 2022 / Present

Leading the product design team at a SaaS communications platform serving enterprise clients across the region. My role spans the team, the system, and the way the organization designs:

- Designed, documented and drove adoption of the UNI Design System across 9+ product squads. It's the shared foundation for every product surface in the company.
- Introduced AI-assisted workflows now embedded in daily delivery: a design-to-code pipeline, internal Figma plugins, and LLM-ready component documentation used by designers and non-design stakeholders alike.
- Built and ran the Unifonic Research Program, the framework that recruits users and puts contextual feedback in front of squads before and after launch.
- Established and maintain DesignOps processes coordinating designers, PMs, engineers and scrum teams across squads, with design roadmap prioritization at the organization level.
- Partner with Director and VP level leadership across product, tech, operations and marketing to turn strategic goals into shipped experiences, monitoring KPIs post-launch.
- Owned end-to-end design of complex flows including agent creation and configuration, and organization-tier monetization, working from business model and pricing constraints through to production.

Education in next page

More Experience next page

Erik Andrade

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Education

Certified UX Design

BSG Institute / 2019

Master in Strategic Design

Politecnico di Milano / 2016

Bachelor Industrial Design

Universidad Jorge Tadeo Lozano / 2012

Certificate Packaging Design

Universidad Jorge Tadeo Lozano / 2012

Professional Photography Course

Escuela de Cine y Fotografía Zona Cinco / 2012

Experience

Senior UX Designer @ Endava

February, 2021 / February, 2022

Consultancy engagements in fintech and agri-tech, working directly with client Product Owners, BAs and development teams as the design lead on the account.

- Translated client business goals into validated, buildable solutions, shaping requirements alongside BAs and defining project roadmaps with the client's product team.
- Owned delivery of user flows, prototypes and implementation-ready documentation, keeping design feasible for the development team from first concept through handoff.
- Led design on a Mapbox-based field boundary tool for an agri-tech platform, taking a complex geospatial workflow from discovery and user research through to a shipped feature.

UX Lead @ Telintel

September, 2019 / February, 2021

Led the UX and UI of Go4Clients, an omnichannel marketing platform, owning both the visual update and the redesign of its most complex user flows.

- Drove usability improvements through Design Thinking and human-centered methodologies: benchmark analysis, usability testing across multiple tools, and quantitative behavior data from Crazy Egg, Google Analytics and Lucky Orange.
- Created the platform's first style guide and the foundations of a design system, giving new features a consistent visual base to build on.
- Worked as the sole design lead, taking improvements from problem definition through testing to implementation with the development team.

Comms and Graphic Design Assistant @ UNOPS - United Nations

August, 2017 / September, 2019

Ran the communications function for the UNOPS office in Colombia, working within UN governance structures and reporting into the Regional Office in Panama and HQ in Denmark.

- Designed and implemented the office's yearly communications strategy, aligning national project communications with UNOPS' regional and global mandate.
- Acted as guardian of organizational brand and standards across the office: training staff, creating templates, and reviewing all outgoing materials for compliance.
- Raised national visibility of UN projects in Colombia through local media, strategic partnerships and the organization's official regional and global channels.

More Experience next page

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Experience

Design Director @ WebCongress

March, 2016 / April, 2016

Definition and implementations of different visibility strategies to increase the purchase of tickets to the academic events realized in Bogota, Colombia.
Supervise, define and design the graphic requests towards the design team.
Delivery of assets for digital implementation and print.
Update of written and audiovisual content to the webpage of WebCongress using CMS Wordpress.

Strategic Design Internship @ Mercato Metropolitanoo

July, 2015 / October, 2015

Analysis and strategic proposal to export Mercato Metropolitano's business model overseas (Asia and America market).
Proposal development to revitalize locations and new services across the shop.
Customer Journey design to analyze and increase user flows through new services offered by the shop.
Private label design and implementation strategies.

Designer @ Ronda S.A.

December, 2013 / September, 2014

Planning, design and development of didactic kids games.
Creation of graphic design assets for games and it's advertisement (POP, Web Banners, labels, shelves, etc). Art file finalization for off-set printing, dies, cutting plates and technical plans.
Prototyping and User Testing workshops.

Game Design | Graphic Design | Art finalization | User testing

Industrial Designer @ Delphoss Arquitectos

July, 2013 / January, 2014

Concept and stand design of stands and ephemeral architecture implemented nationwide in Colombia.
3D modeling design and hyperrealist renders. Technical plan delivery for construction and mounting instructions.
Use of 3D modeling software Rhinoceros, 3d Max y Auto cad. Rendering using V-Ray.

3D Modeling | Architecture | Stand