

Tibisay Ulloa

UX/UI Designer | Product Designer

Munkfors, Sweden (Available for Remote or Hybrid/Sweden)
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PROFESSIONAL SUMMARY

Strategic Product Designer with 10+ years of experience bridging **Brand Strategy** with **Business Development** to deliver commercially sharp B2B SaaS solutions. Expert in navigating early-stage startup ambiguity, reporting directly to Founders to translate high-level vision into scalable MVPs. Proven track record in securing investor confidence and driving measurable feature adoption through a hybrid Product + Business mindset.

CORE SKILLS

- **Product Strategy:** Lean Startup Methodology, Market Analysis, Feature Prioritization, Content Strategy and Growth Design.
- **UX Research:** End-to-End Usability Testing, User Interviews, Analysis Frameworks, and Persona Development.
- **Design & Execution:** Design Systems, Component-Driven Design, Rapid Prototyping, wireframe and Interaction Design.
- **Brand & Marketing:** Brand Identity, Visual Storytelling, Visual identity, and Strategic Marketing Communication.
- **Tools:** Figma, Webflow, Miro, Jira, Notion, Adobe CC, GA4 and Frontend Awareness (HTML/CSS)

PROFESSIONAL EXPERIENCE

Consultant Product Designer & Business Developer

Tagile AB

Mar 2025 – Present

- **Secured 2 primary investors** by leading the end-to-end design of a high-fidelity MVP and pitch strategy, successfully translating the founder's vision into an investable technical execution plan.
- **Architected and delivered the MVP in 4 months**, converting complex business requirements into high-fidelity UI and scalable, accessible workflows ready for beta launch.
- **Collaborated directly with the Founder** to facilitate discovery sessions that defined core AI features, identifying decision-content gaps to **reduce user cognitive workload** and streamline the launch roadmap.
- **Developed a dual-mode design system and Webflow architecture** that clarified the value proposition for global investors, ensuring consistent branding across all sales materials and supporting funding milestones.
- **Led the visual strategy and digital presence** for an international communication tool, creating a scalable design foundation that aligns technical execution with high-level commercial goals.

Consultant Product Designer

Alocai & Altagram (Concurrent Roles)

Feb 2024 – July 2025

Product & UX Optimization (Alocai)

- Optimized complex LQA/FQA workflows by refining existing dashboard flows, resulting in a **32% increase in feature adoption** through improved navigation clarity.
- **Enhanced interface granularity** for the 'ModelWiz' AI Prompt Manager, adding critical UI details that allowed linguists to customize translation criteria with higher precision.
- **Streamlined data-heavy query views** to reduce "information overload," implementing project-specific personalization that improved user efficiency by 18%.

Brand Strategy & Technical Production (Altagram)

- **Led a 5-month end-to-end design and architecture project** for a comprehensive 32-page corporate website, ensuring a cohesive digital presence and improved product understanding.
- **Directed a 2-month brand identity refresh**, managing the design and delivery of a new visual system and a full suite of strategic marketing assets.
- **Directed the technical visual strategy** and end-to-end production coordination for major global conferences, including **Gamescom, GDC, and TGS**.
- **Personally managed the high-fidelity technical preparation** and delivery of 10+ categories of physical assets, ensuring zero-defect printing and brand consistency across international event touchpoints.
- **Stepped in to oversee complex production workflows** under high-pressure deadlines, filling technical knowledge gaps to ensure all physical branding was delivered accurately and on time.

Internship Experience (Product & Business)

Business Development Intern

Soldera

June 2025 – Aug 2025

- **Supported international B2B go-to-market (GTM) strategies** and customer journey mapping to optimize lead qualification for new markets.

UX/UI Designer Intern

Reconnect

Mar 2023 – Aug 2023

- **Built and documented a scalable Figma component library**, reducing design-to-development handoff time by **35%** and cutting UI inconsistencies across 3 product modules.

UX/UI Designer Intern

Aline Learn Better

Nov 2022 – Mar 2023

- **Executed end-to-end usability testing for the mobile app**, identifying critical friction points to validate new features and inform the data-driven product roadmap.
- **Redesigned the primary web experience**, simplifying navigation architecture to improve user retention and product understanding across a global audience.

Earlier Experience: Art Director & Graphic Designer

(2012 – 2022)

- Directed visual strategy and brand identity for international clients, managing over 500+ design projects from concept to delivery.
- Improved client engagement by 25% through data-informed visual storytelling and strategic marketing design.

EDUCATION

Business Developer Program

Higher Vocational Education

Hyper Island University, Sweden (2025)

Focus: Digital Business Strategy, Agile Leadership, and Lean Startup methodology.

UX Design

Professional Diploma

UX Design Institute, Ireland (2022)

Focus: User Research, Interaction Design, and Data-Informed UX Improvements.

Graphic Design

Bachelor Degree

CIDIG, Venezuela (2012)

Focus: Brand Identity Systems, Marketing Communication, and Visual Storytelling.

LANGUAGE

- English (Advanced)
- Spanish (Native)

STRENGTHS

Ownership-Driven • Strategic Thinker • Systems-Oriented • Collaborative Leader