

Wilson (Will) Ospina Morales

Senior UX/UI Designer

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Professional Profile

UX/UI Designer with 5+ years leading user-centered digital product design and 10+ years of experience in graphic design and art direction. Specialized in customer journey optimization, responsive design, usability testing, and conversion rate optimization. Experienced in collaborating with multidisciplinary teams under agile methodologies (Scrum/Kanban). Proven ability to transform qualitative and quantitative insights into solutions that reduce friction and increase conversions.

Key Skills

Product & UX

UX Design · Interaction Design · Product Thinking · User Research · Usability Testing · A/B Testing · Customer Journey Mapping · Information Architecture · Conversion Rate Optimization (CRO) · Data-Driven Design

Design & Execution

Wireframing · Prototyping · Design Systems · Developer Handoff · Accessibility · Responsive Design

Tools

Figma · FigJam · Maze · Hotjar · Microsoft Clarity · Google Analytics (GA4) · Adobe Photoshop · Illustrator

Collaboration

Stakeholder Management · Cross-functional Collaboration · Agile Methodologies (Scrum / Kanban) · Workshop Facilitation

Work Experience

Telefónica Movistar | Colombia

Senior UX/UI Designer

2021 – 2026

- Led end-to-end design for mobile and desktop flows (prepaid, postpaid, and fixed services), optimizing conversion across key user journeys.
- Designed and executed usability tests and A/B testing initiatives, transforming insights into actionable improvements that reduced user friction.
- Collaborated with SEO, CRO, analytics, and development teams to align design decisions with business goals.
- Led the redesign of the Mi Movistar App, increasing feature adoption and user engagement.
- Drove adoption of the Design System (Kenos) and led the UX Chapter, defining standards and best practices across the organization.

- Increased conversion rates by 10%–15% in value-added services (VAS) through flow redesign.
- Designed the benefits flow (Movistar Total), achieving sustained yearly growth of +200K convergent users.
- Redesigned the app login and home experience, growing the user base from 1.8M to 2.5M and MAU from 100K to 150K.
- Replaced intrusive banners with a stories-style format, increasing leads from 18K to 35K, achieving +7% terminal conversion growth and ~15% digital channel contribution.

Motorola Mobility | Colombia

Senior Graphic Designer

2017 – 2021

- Designed landing pages, digital campaigns, and email marketing assets for product launches.
- Collaborated with regional marketing teams and stakeholders to execute LATAM campaigns.
- Produced digital and offline assets aligned with global brand guidelines.
- Ensured deliverable quality and coordinated work with agencies and external vendors.
- Managed creative projects, participating as Project Manager in initiatives such as SmartFilms.

Previous Experience

Estudio de Comunicación TICA | Argentina | Diseñador Gráfico Senior | 2016

Meyer Action Marketing | Argentina | Diseñador Gráfico Senior | Director de Arte | 2014

Short Story Studios | Argentina | Director Creativo | Diseñador Gráfico Senior | 2010- 2012

Education

AI Product Creation from Scratch – Coderhouse (Current)

Software Project Leader Professional Certification (SPLPC) – Certiprof (2026)

Advanced UX/UI Certification – ITBA (2023)

Digital Marketing Immersion – ITBA (2023)

Product Manager – Coderhouse (2023)

Advanced UX/UI Design – Coderhouse (2021)

Art Direction – Escuela Superior de Creativos Publicitarios

Graphic Design – CE-ART

Languages

Spanish – Native

English – Intermediate (B1/B2)