Enrique García

Product Designer

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SUMMARY

Product designer with six years in fintech and digital products. Took Banco Atlántida's One credit card app from concept to launch on iOS and Android: 100k+ downloads and 2,000+ approved cards. Co-led a branch onboarding redesign that cut account opening from 2 hours to 15 minutes.

EXPERIENCE

Product Designer (UX/UI Analyst) · Banco Atlántida — Sep 2023 – Present

- Designed the One credit card app from concept to launch on iOS and Android: 100k+ downloads, 2,000+ approved cards, 86 NPS
- Co-led the in-branch onboarding redesign: savings account opening went from 2 hours to 15 minutes
- Built and maintain the design system shared by the Atlántida and One brands: tokens, components and guidelines
- Main designer of the One website: 6.2% of 25K visitors in its first 6 months started onboarding

UX/UI Designer · BlueStar — Mar 2020 – Apr 2023

- Shipped features end to end for mobile and web: discovery, flows, high-fidelity UI, prototypes and handoff
- Ran user interviews and usability tests, and iterated on what they showed
- Delivered developer-ready specs covering edge cases and component states, and stayed through QA

Web Designer (Internship) · Ministry of Economy, El Salvador — Feb 2022 – Jul 2022

- Designed and built internal pages for a government website with designers, developers and public-sector stakeholders

PROJECTS

Praxia, founder and product designer · usepraxia.com

- WhatsApp appointment booking, reminders and patient records for clinics in El Salvador. Ran the research, designed and built the product

EDUCATION

Bachelor of Engineering in Computer Science · Universidad Don Bosco — 2021 – 2025

Product Design Certification · Platzi — 2019 – 2020

SKILLS

Design: Product design, interaction design, mobile design, design systems (tokens, component libraries), accessibility, UX writing

Research: User interviews, usability testing, surveys, A/B testing

Tools: Figma, Figma Make, Claude Code, After Effects, Lottie, Amplitude

Front-end: HTML, CSS, JavaScript, React Native, Tailwind CSS, Git

Languages: Spanish (native), English (C2)