

Mariana Ordoñez Alarcón

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Agentic Product & AI UX Designer

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EXPERTISE

Agentic & AI UX

AI-native design workflows · agentic prototyping with Claude Code · research synthesis · conversational UX · usability

eCommerce & CRO

Digital shelf · A+/enhanced content · Amazon Brand Stores · PDP optimization · A/B testing · lifecycle

Product & systems

End-to-end UX/UI · design systems · Figma variables & components · prototyping · dev handoff · brand craft

TOOLS

Figma (auto layout, variables, libraries) · **Claude Code** · ChatGPT · Gemini · Adobe Creative Cloud (Photoshop, Illustrator, After Effects) · Procreate · Klaviyo · Notion · Asana

CERTIFICATIONS

Generative AI for UI/UX Design

IBM — 2026

Conversation Design Fundamentals

Google — 2026

EDUCATION

B.A. Gastronomy

Universidad de La Sabana
2014 – 2019

LANGUAGES

English

Full professional

Spanish

Native

PROFILE

Product designer with **6+ years** designing end-to-end product and conversion-focused commerce experiences, now working AI-native. I design the **Ferrero digital shelf** across major US marketplaces and build agentic tooling like **Claude Code** into the design workflow — using it to move faster on research, prototyping and A/B variants while keeping human judgment and craft at the center. Fully remote with US teams since 2018.

EXPERIENCE

Digital Shelf Designer

Sep 2024 – Present

eStoreLabs (Ferrero USA) · Remote, US

- Design hero images, A+/enhanced content, product detail pages and Amazon Brand Stores for Ferrero brands — **Nutella, Kinder, Ferrero Rocher, Tic Tac** — across Amazon, Walmart, Target, Kroger and Instacart.
- Design and iterate **A/B test variants** for A+ content, banners and promotional funnels, translating strict global brand guidelines into marketplace-specific layouts built to convert at thumbnail scale.
- Deliver high-stakes seasonal campaigns (Super Bowl, World Cup) and multiple brand portfolios in parallel — **on deadline, without compromising quality** or brand consistency.

Marketing Graphic Designer

Jul 2023 – Present

Planet of the Vapes · Freelance, Remote (EST team)

- Design conversion-focused **landing pages, campaigns and lifecycle** touchpoints across social, email/SMS and eCommerce for a DTC brand.
- Apply UX principles to navigation and product discovery, improving engagement and sales.
- Integrate generative AI into the creative workflow for faster, on-brand launch and lifecycle production.

UX/UI Designer

Jul 2022 – Dec 2023

trades.org · Remote

- End-to-end UX/UI across multiple web products: research, wireframing, prototyping and usability testing to reduce friction in complex journeys.
- Built a **scalable design system** — components, variants and documentation — plus custom CMS/ATS workflows, enabling faster product iteration on consistent patterns.

UX Designer

Sep 2018 – Jun 2022

Casabianca Cycling Apparel · Remote

- Led eCommerce web design, branding and product design for a cycling apparel brand.
- Restructured information architecture, product-page hierarchy and checkout flow — a calmer, more premium experience with stronger product storytelling and cleaner CTAs.