Luis Caballero
Product Designer based in Berlin

luiscaballero.xyz ↗
hallo.luiscaballero@gmail.com

ABOUT

→ Product designer with coding knowledge and a background in graphic design and branding.

→ A naturally curious person, always eager to learn new things to expand my skillset.

→ Easy-going person who enjoys working in teams.

→ Loves creating systems and routines to make work easier and more structured.

WORK EXPERIENCE

Oct 2022 – Oct 2023

Visual Designer (UX/UI) at Raus ↗
Berlin

- Defined and implemented the first UX process in the company.
- Designed a web-app travel guide, the first entirely in-house developed product.
- Optimized the complete booking flow, the most critical feature for Raus.
- Supported all teams with their design needs. Worked on a range of projects like store window signs, apparel, magazine ads, presentations and marketing assets.

Jan 2021 – Oct 2022

Web Designer at tink ↗
Berlin

- Established Figma as the standard collaboration tool within the company, improving cooperation between Marketing, Content, Design, and Developer team.
- Implemented a new workflow for marketing landing pages, covering the entire process from briefing to the final launch. Collaboration between teams improved, resulting in a 30% increase in landing page production speed.
- Created and developed the first steps for a design system as a self-initiated project, building standard UI components and design patterns for reuse in user interfaces.

2018 – 2020

Freelance Graphic Designer
Berlin

Supported design agencies with my skills in vector illustration and graphic design.

2015 – 2017

Graphic Designer at The Marmalade ↗
Hamburg

In charge of the visual identity and design standards within the company, collaborating closely with other teams to create pitch presentations, brand assets, and updating the website.

2013 – 2015

Graphic Designer at Factor Design ↗
Hamburg

Assisted Art Directors and Design Leads in creating brand assets and identities for companies such as Gardena, RE/MAX, Brot für die Welt, and COR.

2011 – 2012

Brand Guardian Trainee at Siemens
Erlangen, Germany

Maintained the consistency of the Siemens brand across various platforms and materials by following brand standards and guidelines.

Established a standard system to accelerate brand guidelines corrections.

EDUCATION & COURSES

2024   **The Joy of React Online Course**
joyofreact.com ↗

2024   **Design Sprint Facilitation & Workshopping Masterclass**
AJ&Smart ↗

2022   **CSS for JavaScript Developers Online Course**
css-for-js.dev ↗

2020   **Full Stack Developer Bootcamp**
Le Wagon, Berlin

2011   **Deutsche Sprachprüfung für den Hochschulzugang Test Preparation Course**
Georg-Simon-Ohm-Hochschule, Nuremberg

2009   **Adobe Desktop Publishing Software Bootcamp**
CICE School, Madrid

2006 – 2007   **Completion of two semesters abroad through the ERASMUS Programme**
University of Copenhagen

2008   **Bachelor of Arts in Audiovisual Communication**
University of Seville

SKILLS

What I Do

- UX Design
- User interfaces
- Visual Design
- Sketching & wireframing
- Prototyping
- Design systems
- Coding knowledge
- Illustration & icons

Toolbox

- Figma
- Miro
- Adobe Creative Suite
- HTML, CSS, JavaScript, React
- Git & Github
- Asana, Jira, Trello, Notion
- Loom
- Google searches

Languages

🇬🇧 English: Fluent
🇩🇪 German: Fluent
🇪🇸 Spanish: Native