

Cristian Andrés Sanabria Roa

Product Designer

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Profile

Product Designer with 5 years of experience designing and scaling digital products across iGaming and fintech, with a focus on design systems, AI-augmented workflows, and end-to-end product strategy — from early-stage MVPs to platforms at scale. Comfortable owning ambiguity, partnering directly with Product and Engineering leadership, and translating user research into measurable business outcomes. Fluent in English (C1) and Italian (B2), with international work experience across four countries.

Key skills

Research — Surveys, personas, interviews, competitor analysis, journey maps

Design Systems — Token architecture, component libraries, cross-platform consistency

Prototyping — Figma, paper to high-fidelity testable mockups

Testing — Remote/in-loco usability testing, A/B testing, behavioral analysis (Clarity, GA)

AI-Augmented Workflow — Figma + Claude + Claude Code for accelerated production cycles

Professional experience

Design lead

08/2025 - 04/2026 | Bogotá, Colombia

Inlaze

Remote

- Led design strategy for the Commizzion ecosystem (Account + Backoffice), unifying both products under a single design system spanning 4 platforms.
- Shipped Gannar, an online casino MVP, from zero to production in 14 days using an AI-augmented design workflow — replacing a third-party vendor ahead of a critical market deadline.
- Re-architected Commizzion Backoffice's navigation and information architecture, growing the admin user base from 2 to 10 and cutting per-operational-change turnaround from 2+ hours to under 5 minutes.
- Directed usability testing and behavioral analysis (Microsoft Clarity, Google Analytics) informing iterative improvements across core platform features.
- Partnered with Product and Engineering leadership to align design roadmaps with business priorities and de-risk delivery timelines

Product designer

12/2024 - 07/2025 | Bogotá, Colombia

Inlaze

Hybrid

- Designed and shipped core features for Commizzion Account, the company's primary affiliate platform, contributing to a 200% increase in active affiliates and a new Tier 1 strategic partnership.
- Built the Unified CM Design System from the ground up, later adopted across Account, Hub, the marketing site, and Backoffice.
- Led the platform's transition from desktop-only to a mobile-first, cross-device experience, removing a structural barrier to affiliate adoption.
- Reduced onboarding time by 80% through research-driven iteration, including affiliate interviews and behavioral data analysis.
- Owned design system documentation and governance, ensuring visual and functional consistency across all products.

Freelance Product designer

08/2022 - Present | Remote

Self-employed

- Redesigned The Rodriguez Project's e-commerce site, increasing session growth by 43% and converting the brand's first online sale within weeks of launch.
- Partner end-to-end with founders and small businesses — research, branding, UX/UI, and launch — across e-commerce and creative industries.

Product designer - Summer internship

07/2021 - 09/2021 | Bogotá, Colombia

WOM Colombia

On-site

- Customized a university-developed onboarding tool into a production employee onboarding system adopted company-wide.
- Introduced design thinking, gamification, and A/B testing as new usability practices, validated through cross-functional research sessions with stakeholders across departments.

Education

Master in Systemic Design — Politecnico di Torino

2021—2023 · Turin, Italy (graduated with honors)

Bachelor of Industrial Design — Universidad Javeriana

2017—2021 · Bogotá, Colombia

Google UX Design Professional Certificate

Google 2023

Languages

English — C1 (IELTS)

Italian — B2 (PLIDA)

Spanish — Native

International experience

Worldpackers, Lisbon, Portugal (2022) — Hospitality operations volunteer

Kibbutz Revivim, Israel (2016) — Kitchen & logistics volunteer

AIESEC, Cairo, Egypt (2016) — Digital content for tourism association