OSCAR HOYOS TABARES

Product Designer | UX/UI | AI & Fast Prototyping

Cali, Colombia | +57 316 287 9696 | oscarhoyost97@gmail.com | oscarhoyos.com | LinkedIn

SUMMARY

Product Designer with 6+ years of experience designing digital products end to end, from research and strategy to UI, design systems and launch. Experience leading product and design teams and managing client projects, combined with hands-on use of AI tools to prototype and validate ideas fast. Has worked with companies in the US, the UK and Latin America across fintech and DeFi, developer tools, AI travel tech, consumer apps and recruiting.

EXPERIENCE

Makata Studio — Colombia 2025 – Present

Product Designer · Product Strategy & Creative Direction

- Lead product strategy and creative direction for client products in fintech, AI travel tech and consumer apps, from discovery to delivery.
- **Fira:** brand system, landing page and a high-density dashboard for a DeFi fixed-rate lending protocol.
- **Jinko:** visual identity and developer-first landing page for a travel API built for personal AI agents.
- **Higow:** branding, character system and app UX/UI for a running app that turns real kilometers into a game.
- **Dime Club:** brand, website and app flows (vetting, profiles, matching, date planning) for an invite-only dating club in New York.
- **OpenSea:** project manager for a series of 3D animated promo videos, using a hybrid AI pipeline (text-to-image and image-to-3D) to speed up asset creation.
- Use AI-assisted fast prototyping (prompting and code generation) to turn concepts into interactive prototypes in hours instead of weeks.

Quine (Quira) — London, UK · Remote Jan 2024 – 2025

UX/UI Designer

- Designed web interfaces and user experience for a developer reputation platform that matches open-source contributors with GitHub issues.
- Designed product features such as Quests, rewards and contributor profiles, plus the visual layer: illustrations, icons, badges and motion.

Makata Studio — Envigado, Colombia May 2021 – Jan 2024

Product Lead Designer (2022 – 2024) · UX/UI Designer (2021 – 2022)

- Led projects and client relationships, coordinating UX/UI and development teams to reach product goals.
- **Productree:** platform audit and full UX/UI redesign, recruiter and candidate views and design system for a recruiting platform for the product community.
- **Usual:** brand guidelines, website and a gamified rewards dApp for a stablecoin protocol.
- User-centered design for mobile applications and websites.

Goodcommerce.io — New York, US · Remote Feb 2019 – Jan 2020

UX/UI Designer

- UI and UX design for an e-commerce platform.

SKILLS

Product & UX: User research, information architecture, user flows, wireframing, usability testing, product strategy, prioritization, roadmapping

UI & Visual: Interface design, design systems, branding, iconography, illustration, motion

AI & Prototyping: AI-assisted fast prototyping, prompt engineering, generative AI for assets (text-to-image, image-to-3D), interactive prototypes

Leadership: Team leadership, client management, project management, agile

Tools: Figma, Adobe After Effects, Adobe Illustrator, Adobe Photoshop

Languages: Spanish (native), English (professional)

EDUCATION

Interactive Media Design — Universidad Icesi, Cali, Colombia 2015 – 2020

UX/UI Design course — Coderhouse Oct 2020 – Jan 2021