

Alejandro Cadavid

Staff/Principal Product Designer | Platform & Systems Design | AI-first Workflows

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Executive Summary

Product Designer and strategist with 12+ years of experience designing enterprise-scale platforms and systems.

Proven track record leading product strategy and design initiatives that drive measurable business outcomes—from \$4M in revenue optimization to 60x workflow efficiency gains.

Core strength bridging product strategy and design execution across complex, AI-enabled systems. Expertise in designing systems that simplify decision-making for users, unlock operational efficiency, and democratize expert-level capabilities.

Impact Highlights

- +\$4M revenue generated through UX optimization (Sotheby's)
- 380% ROI on submission flow redesign; increased conversion from 14% to 20%
- 60x workflow optimization on AI-powered engineering platform (DrtWrk)
- Led turnaround of at-risk enterprise project (Rockwell Automation)
- Scaled design leadership from individual contributor to leading cross-functional teams of 6+
- Delivered AAA redesign in 4 months across multiple teams

Core Expertise

- Product Strategy & Systems Architecture
- AI-Enabled Workflows & Human-AI Interaction Design
- Platform UX & Workflow Optimization
- Design Systems & Scalable UI Architecture
- Enterprise Product Leadership & Stakeholder Alignment
- Data-Informed Design & Business Impact Measurement

Professional Experience

Product Designer — Sotheby's (via Lumenalta)

Global seller submission ecosystem and internal pricing platform (enterprise, global reach)

Mar 2025 – Mar 2026

Led the redesign of Sotheby's seller submission ecosystem and internal pricing platform, used globally by specialists to evaluate and manage high-value item submissions.

- Redesigned the end-to-end seller submission flow, increasing conversion from 14% to 20% (+6%), contributing to \$4M+ revenue and 380% ROI
- Defined a mobile-first strategy based on user behavior, improving usability for the primary traffic segment
- Transformed internal pricing platform UX, improving decision-making efficiency and data visibility
- Streamlined workflows from submission to specialist response, reducing operational friction and turnaround time
- Owned UX direction end-to-end, aligning product decisions with revenue growth and platform scalability

Staff Product Designer — DrtWrk (CFB / Monstarlab)

AI-powered civil engineering grading platform (Autodesk Civil 3D integration)
2024 – Present

Designing a next-generation civil engineering grading platform integrated with Autodesk Civil 3D, enabling automation of complex land development workflows through a unified, constraint-based system.

- Designed a unified grading framework across lots, roads, and zones, enabling scalable automation of complex engineering workflows
- Defined a constraint-based system where changes dynamically propagate across entire developments, enabling real-time grading adjustments
- Achieved up to 60x workflow optimization, reducing processes from days to minutes and enabling one-click or batch error resolution
- Enabled junior users to perform expert-level grading tasks, democratizing access to highly specialized engineering workflows
- Led end-to-end product design across UX, UI, and strategy, contributing to system architecture, pricing, and go-to-market direction

Product Designer — AAA Mobile App (via Lumenalta)

AAA Mobile App redesign; high-impact consumer product
2024 – 2025

Led the end-to-end redesign of the AAA mobile application, delivering a modernized user experience across multiple workstreams within a compressed 4-month timeline.

- Delivered a full mobile app redesign in 4 months, improving usability and contributing to improved App Store ratings and user satisfaction
- Redesigned Home and roadside assistance flows, improving clarity in high-stress scenarios
- Influenced product direction by introducing accessibility improvements and new roadside features
- Established a scalable design system foundation across multiple teams
- Led multi-stream design execution and introduced a centralized design review process

Product Designer — Forward Air (via Lumenalta)

Next-generation logistics customer portal modernization

2023 – 2024

Led the design of a next-generation logistics customer portal, modernizing a legacy system and unifying fragmented platforms into a single, role-based experience for customers, internal teams, and drivers.

- Redesigned a 15+ year-old logistics portal, transforming fragmented systems into a unified platform that improved onboarding and usability
- Defined role-based dashboards for multiple user types, streamlining workflows and decision-making
- Simplified booking and tracking processes, reducing friction and reliance on customer support
- Contributed to consolidating multiple platforms into a scalable product ecosystem
- Drove UX strategy and execution, aligning design decisions with business KPIs and operational efficiency

UX Design Lead — Rockwell Automation (via Globant)

Enterprise platform transformation; critical project turnaround

2021 – 2023

Led the turnaround of a critical enterprise platform project at risk of cancellation, restoring team performance, aligning design systems, and unblocking development through strategic leadership and hands-on execution.

- Recovered a project two sprints behind by compressing five sprints of work into three, unblocking development
- Built and scaled a high-performing team of 6 designers, improving delivery, alignment, and overall team performance
- Unified two design systems into a shared roadmap, reducing inconsistency across enterprise products
- Delivered a role-based platform integrating multiple disjointed customer journeys
- Led hiring, team restructuring, and stakeholder alignment across product and engineering

Lead Designer / Design Consultant - Globant

Full-time employee; delivered design solutions for enterprise clients across multiple industries

2018 – 2023

- Delivered end-to-end design solutions for enterprise clients: MTA (NY Metro), Warner Media, CNN, and AGVoice
- Led cross-functional teams across multiple concurrent projects, managing stakeholder alignment and design quality at scale

Earlier Experience

Product Design Lead — TidWiT Inc

2018

Led product design for both customer-facing and internal platforms, including back-office systems and public web experiences

Design Lead — Batteries 911

2015-2018

Directed product design across web and mobile platforms, including customer applications and internal dispatch systems

CEO/Founder — Motiva Group

2011 – 2015

Founded and led a digital agency, delivering 130+ projects for 40+ clients across UX/UI, branding, and digital marketing

Creative Director — 3EyeGroup

2005 - 2010

Led creative direction and execution for web and digital products across multiple industries

Skills & Tools

- Design: Figma, Prototyping, Design Systems, Information Architecture, User Research
- Product: Strategy, Roadmapping, Metrics & Analytics, User Workflows, Systems Design
- AI/ML: Human-AI Interaction Design, AI-assisted Workflows, Prompt Engineering, Decision Support Systems
- Leadership: Team Building, Cross-functional Alignment, Stakeholder Management, Design Systems Governance