

Freddy García

Product Designer & Visual Designer

I design digital products, websites and brand systems with real execution in mind, and when it helps, I build them too.

Email LinkedIn Behance

Based in
San Cristóbal, Venezuela · Remote

Time zone
UTC−4 · overlaps US Eastern

Languages
Spanish (native) · English (B1)

Availability
Freelance · 40 h/week

In *short*.

Product & Visual Designer with 5+ years designing digital products, websites and brand systems for teams in Spain, Colombia, Mexico and beyond. Prototypes built on product logic, a QA eye for detail and handoffs developers can build without guesswork. In Framer, Webflow, WordPress or Shopify, a project can go from strategy to launch with one person accountable for the result.

What I *bring*.

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Product *thinking*

Flows, structure and interfaces shaped around user needs and business goals, from early wireframes to tested hi-fi prototypes.

"He stood out for his creativity and his ability to bring innovative UX solutions."

María José Fernández Riera · Kiwop

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Visual *quality*

Typography, composition and visual systems: from brand identity and key visuals to consistent UI and motion.

"A great eye for design and a solid understanding of how to turn ideas into effective ad creatives."

Dylan Allynder Nieto Salazar · Top Rated UX/UI Designer

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Designed to be *built*

Style guides, documented components and clean assets, with a QA background that catches what others miss before launch.

"His Figma prototypes are built on a product logic that makes development much easier."

Jossuam Mendoza · UX UI Designer

Experience.

Jun 2020 – present

Garcat Design — Freelance · Product & Visual Designer

Remote

Independent studio for digital products, websites and brand systems, mostly B2B and SaaS, from strategy to no-code launch.

Selected current engagements

Mar 2026 – present

DigiSap — UX/UI Designer · contract

Medellín, CO

Web design within large design systems and redesigns for brands in the US, Colombia and Australia, including Café Hotel, Verity and Hotel Medellín, prototyped hi-fi with motion.

Mar 2026 – present	**Bredia** Product & Visual Designer · contract Bogotá, CO	Design for legal, institutional, fintech and corporate clients across Latin America: websites, newsletters, one-pagers, social, audiovisual and print.
Feb 2026 – present	**CTJ Studio** UX/UI & Graphic Designer · part-time contract Málaga, ES	Leads website creation and redesign flows and produces digital and print pieces for the studio's clients.
Sep 2025 – Feb 2026	**Kromáticos** UX/UI Designer Mexico City · remote	Ran the full design cycle with the client (benchmarks, user flows, hi-fi proposals, interactive prototypes) and delivered handoffs with style guides, documentation and integration-ready assets.
Feb 2024 – Aug 2025	**Kiwop** UX/UI & Graphic Designer · QA Analyst Barcelona · remote · digital agency	Sole designer and lead of the design area, designing web projects for the agency's clients in an Agile team, from wireframes to animated hi-fi prototypes. As QA analyst, checked usability and technical quality before every launch.

Skills & tools.

Skills	
Product & UX	UX strategy, user flows, wireframing, hi-fi prototyping, usability testing, design systems, responsive and cross-platform UI, UX writing
Visual & brand	Brand identity, visual systems, key visuals and campaigns, social and digital content, motion design
Build & delivery	Framer, Webflow, WordPress, Shopify, technical handoff, QA testing, CRO-oriented design
Collaboration	Remote teams across time zones, design reviews and stakeholder workshops

Tools	
Design	Figma, Photoshop, Illustrator
Motion & 3D	After Effects, Premiere Pro, Spline
Build	Framer, Webflow, WordPress, Shopify
AI	Midjourney, Runway, Higgsfield, ChatGPT, Claude
Work	Notion, Office 365

Education.

2023	Google UX Design Professional Certificate · Google
2022	Graphic Designer Path · Platzi

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