

ANDRÉS MENESES

SENIOR PRODUCT DESIGNER | DESIGN ENGINEER | UX ENGINEER

Bogotá, Colombia | Remote worldwide | Available immediately | +57 311 443 1121
dasimplesky@gmail.com | createdbyandres.com | linkedin.com/in/andresmeneses

PROFILE

Senior Product Designer and Design Engineer with 11+ years leading discovery, workflow analysis, UX/UI, design systems and production delivery for data-rich B2B SaaS and operational platforms across healthcare, live events and enterprise systems.

WORK EXPERIENCE

eStarter.co | Lead Product Designer & Product Engineer | Bogotá / Remote Nov 2025 - Present

- Own end-to-end discovery, interviews, product definition, UX/UI, architecture, implementation, QA and release of EstarMed, EstarGPS and operational dashboards using React, TypeScript, React Native, Supabase and PostgreSQL.
- Increased monthly visits from 414 to 987 (+138%) with no added coordinators, improved complete field records from 27% to 97%, and reduced route-administration time 80% through automated scheduling, offline GPS, live maps, billing and audit.

Futurian | Digital Designer & Web Front-End Developer | Remote Dec 2025 - Jul 2026

- Designed and shipped conversion-focused Webflow, Kajabi and GoHighLevel experiences for Kadance, Divorce Like a Man and Rodrigo Castillo, including CMS templates, multi-step funnels, forms, SEO schema, integrations and custom HTML/CSS.

BEOND | Founder & Product Lead | Bogotá / Remote Aug 2025 - Feb 2026

- Founded and led strategy, research, UX/UI, React/TypeScript implementation and live operations for a sports-event SaaS used across 10 events, 5 paying organizers and approximately 10,000 people using at least one platform capability.
- Shipped registration, local payments, athlete profiles, QR check-in, incident management, results and reporting with React, Tailwind, Supabase, Leaflet and Recharts.

Ramp RFID Solutions | Full-Stack Developer | Australia / Remote Mar 2024 - Feb 2025

- Built operational calendar, order-management, reporting, data-visualization and animation tools using JavaScript, Node.js, Google Sheets API, FullCalendar and Chart.js.

Collaborative People | Coordinator, Design & Technology | New York / Remote Feb - Aug 2023

- Led UX/UI and front-end improvements for a WordPress member platform, including mobile-first pages, search, maps, a knowledge base and accessible visual systems.

Opposite | Head of Innovation & Technology / Design Manager | Melbourne Nov 2016 - Feb 2023

- Managed 3 developers and 3 designers across discovery, prototyping, client alignment and delivery; promoted from Design Manager.
- Led Project Simplify within an approximately AUD \$1M WorkSafe Victoria initiative; created Metro Trains Melbourne's safety-critical driver guide and enterprise intranets.

Additional: Founder/Product Lead, Bigilante (Mar 2025 - Mar 2026); AI Software Development Instructor, FET Neiva (Apr - Jun 2026); UX/UI Lecturer, Universidad de La Salle (Feb - Nov 2025).

EDUCATION

Swinburne University of Technology - Master of Information Technology, Software Development (2021 - 2023) | Universidad Jorge Tadeo Lozano - Postgraduate Degree in Design Management (2016) | CUN - BA Graphic Design (2010 - 2015)

SKILLS & PROOF

Product: Discovery, interviews, workflow analysis, information architecture, UX/UI, prototyping, usability testing, design systems, data visualization

Engineering: React, TypeScript, JavaScript, HTML/CSS, Tailwind, React Native/Expo, Supabase/PostgreSQL, Node.js, REST APIs, Mapbox/Leaflet, Recharts/Chart.js

Proof: PRINCE2 | IELTS 8.0 | English fluent / Spanish native | Upwork Top Rated, 100% JSS, \$30K+ earned | 4.98/5 across 130 reviews | Top 1% Lovable builder