

 Curriculum Vitae.  
 Diego Bernal.  
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## PROFILE

Designer and visual thinker with 8+ years of international experience. I work across the full spectrum — from complex enterprise products and design systems to editorial design, visual identities, and data visualization. I turn complexity into clarity: find what truly matters, then design around it. Proficient in end-to-end product design and front-end development, with a strong ability to present and defend design decisions to technical and business stakeholders.

## EXPERIENCE

SENIOR DIGITAL PRODUCT DESIGNER — ACCENTURE APR 2020 — PRESENT

- End-to-end UX/UI design for complex enterprise digital products, from discovery to launch.
- Worked in cross-functional teams with PMs, engineers, and analysts on large-scale projects.
- Built and maintained scalable design systems using Figma Variables, Auto Layout, and Dev Mode.
- Applied Design Thinking, Design Sprint, and Human-Centred Design methodologies.
- Mentored junior designers and facilitated design critique sessions.

UX/UI & GRAPHIC DESIGNER FREELANCE — PIANETA STUDIO JAN 2019 — PRESENT

- Designed digital products and web portals for complex projects in sustainability, research, and social impact.
- Editorial design and data visualization for publications, annual reports, and multi-platform communication.
- Visual identities and art direction for clients across energy, education, and global change organizations.

GRAPHIC & VISUAL DESIGNER — ESSILORLUXOTTICA FEB 2019 — PRESENT

- Developed and maintained global brand guidelines for product lines distributed in 150+ countries.
- Created institutional materials and print specifications for international communication.

GRAPHIC DESIGNER & WEB DEVELOPER — ACCURAT AUG 2016 — NOV 2018

- Data visualization and editorial layouts for international publications and data-driven projects.
- Front-end web development using HTML5, CSS3, and JavaScript for interactive experiences.

## EDUCATION

SPD — SCUOLA POLITECNICA DI DESIGN, MILAN, ITALY

Master in Visual Design  
Master in Web & Digital Design

LASALLE COLLEGE, BOGOTÁ, COLOMBIA

Bachelor's in Communication Design

UNIVERSIDAD JORGE TADEO LOZANO, BOGOTÁ, COLOMBIA

Specialization in Digital Diagramming

## SKILLS

### Design & UX

UX/UI DESIGN, VISUAL DESIGN, INTERACTION DESIGN, DESIGN SYSTEMS, ART DIRECTION, DATA VISUALIZATION. VISUAL STORYTELLING

### Research

USER RESEARCH USABILITY TESTING A/B TESTING DESIGN THINKING DESIGN SPRINT JOURNEY MAPPING

### Accessibility

WCAG 2.2 INCLUSIVE DESIGN ARIA

### AI & Emerging

AI-ASSISTED DESIGN PROMPT ENGINEERING FIGMA AI

### Web & Dev

HTML5 CSS3 JAVASCRIPT PHYTON Jekyll RESPONSIVE DESIGN

### Languages

SPANISH — NATIVE, ENGLISH — PROFESSIONAL C1, ITALIAN — PROFESSIONAL C1