

SEB RICHARDSON

UX/UI Designer | Marketing & Communications

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EDUCATION

LANGARA COLLEGE

December 2023

Web & Mobile App Design & Development Post-Degree Diploma.

Vancouver, Canada.

PONTIFICIA UNIVERSIDAD JAVERIANA

September 2018

Industrial Design - Bachelor's Degree

Bogota, Colombia.

SKILLS

User Research • Design Systems • Wireframing & Prototyping • UX Writing • Branding • Responsive Design • Accessibility • Public Speaking • Stakeholder & Client Communication.

Figma • Adobe Creative Suite • Miro • Milanote • SketchUp • SolidWorks • Elementor • WordPress • Webflow • HTML/CSS • Agile & Scrum Frameworks • Trello • Jira • Slack • Asana • AI Tools • Generative AI

PROFESSIONAL SUMMARY

Hi there! I'm a UX/UI and Graphic Designer focused on creating beautiful, user-centred designs that resonate and strategies that deliver. I've helped startups, government, and education craft memorable experiences, engaging campaigns, and accessible brands that exceed expectations.

Collaborative, proactive, and easy to work with, I bring creativity and clarity to every project. If your product matters to the user, it matters to me, and not only will we make it work, but we'll make it awesome!

WORK EXPERIENCE

SENIOR UX/UI DESIGNER

Trvltr - Los Angeles, USA.

Aug 2025 - Present

- Lead UX/UI Designer at Trvltr, where I'm shaping the user experience of an AI-powered travel platform, from user flows to UI design.

UX/UI INSTRUCTIONAL ASSISTANT

Langara College - Web & Mobile App Design & Development - Vancouver, Canada.

Jan 2024 - Dec 2025

- Co-led UX/UI mentorship for 60+ student projects, guiding teams from ideation to MVP and improving industry readiness.
- In charge of the department's digital marketing strategy, boosting engagement by 250%, strengthening program visibility and institutional focus.

LEAD GRAPHIC DESIGNER

Senate of Colombia - Communications Office - Bogota, Colombia

Sept 2019 - Jul 2022

- Graphic designer for three Vice Presidents of the Senate, delivering all brand, campaign, and social content to elevate digital presence.
- Led visual direction for Senator Iván Name's re-election campaign, producing 100+ assets and increasing engagement by 300%.

BRAND & MARKETING DESIGNER

Freelance - Bogota, Colombia

Sept 2018 - Sept 2019

- Built full brand identity and launch materials for Café Sano & Rico ("Healthy & Delicious Coffee"), achieving strong public reception.
- Delivered branding and visual systems for three startups, blending user insight, storytelling, and design strategy.

PRODUCT DESIGNER

Pontificia Universidad Javeriana - Innovation Office - Bogotá, Colombia

Jan 2018 - Sept 2018

- Designed 20+ brands for projects in health tech, education, and sustainability.
- Supported product development from concept to launch alongside senior designers and strategists.