

Luis Villasmil

Design Engineer — UX & Interaction Design · AI-Native Workflows

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PROFILE

Design Engineer with 9+ years across UX, interaction design, and front-end development. I design and ship production interfaces end to end: token-based design systems, zero-dependency HTML/CSS/JS implementation, and data-dense enterprise products. Internal AI referent, leading adoption of AI-assisted design and development workflows. Creator of Grid22, an open-source (MIT) icon library with SVG/PNG export, CDN delivery, and AI-ready metadata.

SKILLS & TOOLS

Design UX/UI product design · Interaction design · Design systems & design tokens · Wireframing & rapid prototyping · Visual design · Accessibility (WCAG) · Design ops · User research (personas, affinity mapping)

Engineering HTML · CSS/SCSS · JavaScript · Zero-dependency front-end architecture · Component & template systems · Node.js build tooling · npm · Custom CLI tooling

AI Workflows Claude Code (agentic coding, custom skills, subagents, CLAUDE.md project configs) · MCP servers & integrations · Prompt engineering · LLM-assisted design/dev pipelines · AI adoption strategy as internal referent

Version Control Git & GitHub flow — feature branches, pull requests, code review, versioned releases · GitHub Pages deployment

Tools Figma · VS Code · Adobe Creative Suite · Looker Studio · Redash · Airtable · Jira · Confluence

WORK EXPERIENCE

Interaction Designer · Comscore Jan 2023 – Present

- Design interaction flows and interfaces for Comscore's data products — Proximic, Comscore TV, and Campaign Ratings (CCR) — turning complex analytics data into usable, decision-ready interfaces.
- Act as internal AI referent: introduce and standardize AI-assisted workflows across design and product, including reusable Claude Code skills, agents, and prompt frameworks adopted by the team.
- Bridge product, development, and design in cross-functional discussions, translating business requirements into implementable design solutions.

UX Designer · Comscore May 2021 – Jan 2023

- Designed user interfaces and user flows for Proximic, partnering with product and engineering teams to enhance the product experience.
- Analyzed usage data and user feedback to identify improvement opportunities and ship design solutions.

UX Designer · Cleverit Jun 2019 – May 2021

- Designed digital products for consulting clients, balancing business requirements with usability and user satisfaction.
- Applied user-centered methods and data analysis to iterate on interfaces across multiple client engagements.

Mobile Web Designer · Colabra Feb 2018 – Jun 2019

- Led front-end design for mobile applications from concept to execution, owning both interaction design and implementation.

Product Designer · G-lab Jul 2017 – Jan 2018

- Designed digital products across the full product design cycle.

Creative Director · Zuliatec Feb 2016 – Jan 2018

- Directed visual and brand design output across client projects.

SELECTED PROJECTS

Grid22 — Icon Library · grid22.design

2025 – Present

- Designed, built, and launched an open-source icon library: MIT license, SVG/PNG export, CDN delivery, in-context playground, audit view, and AI-ready metadata for LLM consumption.
- Implemented a dual-class CSS API (currentColor via CSS mask) for drop-in usage with zero dependencies.

Greda — Design System · greda.design

Ongoing

- Built and published a token-based design system (8pt grid, hairline borders, systematic type scale) powering multiple production sites, implemented in pure HTML/CSS/JS with zero dependencies.

Whale Igniter · whale-igniter.dev

Ongoing

- Created a collection of installable Claude Code packs — agents, skills, and prompt frameworks (LIGHTHOUSE, FORGE, SCRIBE, ATLAS, SELENE) — that bootstrap AI-assisted project workflows.

EDUCATION

Bachelor in Graphic Design · URBE

Aug 2009 – Dec 2013

CERTIFICATES

AI for Product Management — Pendo.io · Enterprise Design Thinking Practitioner & Co-Creator — IBM · International Certification UX-PM Level II — UX Alliance · Foundations of UX Design — Google · Mobile Sites Certification — Google · Digital Skills: User Experience — Accenture · User Research: Methods and Best Practices — IxDF · Mobile UX Design — IxDF · UX Management: Strategy and Tactics — IxDF · Advanced Prototyping — Awwwards · Scrum Foundation Professional — CertiProf · Master Digital Product Design (UX Research & UI Design) — Udemy · React Native Expo — Udemy

LANGUAGES

Spanish (native) · English (fluent, professional working proficiency)