

CAMILO GIRALDO

camilogiraldo.com
linkedin.com/in/camilo-giraldo-salazar
camilogiraldo31@gmail.com
London, UK

Product designer with five years at a computer vision startup, the last three as a founding member of its product team and its only designer. I own the full process across a B2B SaaS web platform and iOS apps: research, scoping, prototyping, shipping and QA. I build with code and real APIs to test ideas before the team commits to them, and I lead a small mobile team. My focus is scoping: why we're building something, who it's for, and what the smallest valuable version looks like. My background is in product design engineering, 3D and physical making, and I bring that range to how I solve problems.

PROFESSIONAL EXPERIENCE

Product Design Lead & 3D Technical Artist

Nov 2021 – Present

Neurolabs, Computer Vision B2B SaaS, London

Product Design Lead (Aug 2023 – Present)

- Founding member of the product team and sole designer at a 30-person startup, owning design across the web platform and iOS apps from research through QA. Introduced a problem-first process to an engineering-only team and built its Figma foundations.
- Lead a mobile team of two iOS developers and a QA engineer on a new iOS app, owning planning, roadmap and design. Shape prioritisation and product direction with the founders, informed by client demos and onsite visits.
- Designed an iOS app from 0 to 1 that cut product onboarding from days to minutes. It is used by 200+ enterprise users, and one client has onboarded 5,000+ products through it.
- Redesigned the data validation tool twice (2023, 2025), turning an engineer-built bounding-box viewer into a workflow where user corrections become model training data, then extending it to prices and other attributes. It replaced manual screenshot uploads and client-built API scripts.
- Prototype and build with real APIs and the production codebase using AI tools (Cursor, Claude Code), and ship features to production.

3D Technical Artist (Nov 2021 – Aug 2023)

- Built procedural Houdini pipelines that turned retail product images into 3D models at scale (boxes, bottles, cans), generating synthetic training data for computer vision models.
- Explored cloth simulation of deformable packaging to extend synthetic data to harder product types.
- Moved into product design by auditing the customer-facing web app and running research with its users.

Co-founder, Creative Director & 3D Designer

Mar 2021 – Jul 2024

Faus Design House, Colombia

- Co-founded and ran a two-person 3D studio alongside my full-time role, delivering 20+ campaigns for fashion and lifestyle brands, product launches and events.
- Produced animations shown across 220+ retail stores in Colombia, plus launch videos for a techno festival with 50k+ attendees.
- Owned client relationships, scoping, budgets and creative direction from brief to delivery.

Product Designer

2021

Somex Nutrición, Colombia

- Took cattle-feeding equipment from field research to manufacturing-ready prototypes. I prototyped inflatable feeders in clothing-simulation software, cut patterns from rubber fabric and tested them in the field with animals.

Product Design Intern

2019 – 2020

CPMH Digital, Brazil

- Designed patient-specific cranial and maxillofacial implants from CT scan data for 3D printing and CNC production, working directly with surgeons.

SELECTED PROJECTS

Quote Automation for a Jewellery Business

2021

- Replaced a two-week manual quoting process with a pipeline that runs in about five minutes. A Google Form feeds a spreadsheet, and Apps Script then builds a client folder, fills in a quote template designed with the team using live material prices, and emails the client a PDF.

SVG Halftone Library for React

2026

- Translated my screen-printing knowledge into code: an open-source React library that renders halftone effects from images by mapping brightness to dot size.

Autonomous Line-Following Robot

2020

- University project: a Raspberry Pi robot that used OpenCV and PID control to follow a line, with Arduino distance sensors for collision avoidance. It received missions from a web form. Built in Python and C.

SKILLS & TOOLS

Product Design

- User research & usability testing, problem framing & scoping, interaction design, information architecture, design systems, prototyping

Product & Delivery

- Roadmapping & prioritisation, requirements, cross-functional alignment, team leadership, client demos & onboarding, QA

Design Tools

- Figma, Adobe Creative Suite

Building

- React, TypeScript, Next.js, HTML/CSS, Tailwind, API integration
- AI-assisted building: Cursor, Claude Code, Lovable, VO, Figma Make

3D & Motion

- Blender, Cinema 4D, Houdini, Marvelous Designer

EDUCATION

MSc Exchange — Strategic Product Design

Feb 2018 – Jul 2018

Delft University of Technology, The Netherlands

BSc in Product Design Engineering

2015 – 2020

Universidad EAFIT, Colombia

LANGUAGES

Spanish

Native

English

Advanced (C1)

Portuguese

Advanced (B2)