Adrian Carballo

AI Product Designer · Complex B2B platforms

wacarballo94@gmail.com adriancarballo.me linkedin.com/in/adrian-carballo-guilarte Jacksonville, FL

PROFILE

AI Product Designer for complex B2B platforms, with a computer engineering background. I design LLM assistants, computer-vision workflows and ML data tools, and I prototype in code. I work closely with product, engineering and stakeholders, and I design in Figma and build with AI agents (Claude Code and Codex).

Selected work: Sorbot, designing trust for an LLM assistant; Vision, a node canvas for computer vision; and AI Trainer, dataset workflows for ML.

EXPERIENCE

Jan 2026 – Present

Freelance

Product Designer · Web design and development

- Design and build websites for small businesses to get found online, including Google Business profiles and search visibility.
- Design in Figma, then build and review with Claude Code and Codex, with accessibility checks on every pass.

May 2023 – Jan 2026

Sorba.ai

Product Designer · UX Designer · Contract

- Designed and evolved AI and machine learning platforms, focusing on complex workflows, system thinking and usability.
- Partnered with product, engineering and stakeholders to turn complex requirements into scalable, clear solutions.
- Ran UX research and UI/UX design for the redesign of Sorba University: new course views, improved interactions and courses organized into chapters.

Dec 2019 – May 2024

Interamplify

UX Designer · Freelance

- Led the UX/UI design of a self-service SEO system, so users could configure SEO settings by goal and manage content, keywords and optimizations without relying on support.
- Worked with stakeholders on requirements, feature prioritization and iterating on user feedback.
- Designed a task management system to organize, prioritize and track SEO tasks, plus SEO dashboards and data visualizations to support decisions.

Dec 2022 – Apr 2023

QA-BIT

UX Designer · Freelance

- Contributed to the ideation, definition and design of user-centered digital products, from concept to final UI.
- Collaborated with cross-functional teams to align user needs, business goals and technical constraints.
- Created accessible experiences for freelancers and small business owners, applying usability and accessibility best practices, and iterated on feedback from stakeholders.

Jun 2022 – Jan 2023

Guajiritos

UX Designer · Graphic Designer · Contract

- Designed social media content, vouchers and visual assets for marketing and retail use.
- Worked on store design concepts and promotional materials, combining UX principles with strong visual communication.

EDUCATION

University of Informatic Sciences
Informatic Sciences Engineering
2014 – 2019

LANGUAGES

Spanish
English

STRENGTHS

Systems thinking, trade-off analysis and prototyping in code. Works closely with developers.