

Professional Summary

I am a senior UX designer from Colombia with over 12 years of experience creating digital products. I specialize in designing intuitive, user-friendly interfaces for web, SaaS, and mobile applications. I am committed to continuous learning and staying updated with the latest design trends and technologies.

Overview of Key Contributions

Experience working for companies around the globe: I have extensive experience working for companies across various countries and industries, adapting to diverse business contexts and market demands. I collaborate effectively with global teams, contributing international perspectives that enrich design strategies and foster innovation.

Strategic Vision and experience working in Agile Environments: I have led design teams in agile environments, focusing on achieving business objectives by delivering high-quality products and impactful solutions within testablished timelines.

Experience

<div>Brilla (Colombia)</div> <div>UX Lead</div> <div>Jan 2023 - Jul 2024</div> <div>Contractor</div>	As the UX Lead at Velaio, I directed the user experience design for the company's projects, focusing on creating compelling experiences for SaaS applications. My responsibilities included coordinating the design team, transforming the design area into a self-managed team, and translating business and user needs into efficient usability solutions.
<div>Vettx Inc (United States)</div> <div>UX Designer</div> <div>May 2023 - Feb 2024</div> <div>Contractor</div>	As the UX Designer at Vettx, I spearheaded the redesign of the Vettx App, seamlessly integrating new features and enhancements grounded in thorough research. Additionally, I played a pivotal role in refining internal design workflows and enhancing developer hand-offs, leading to streamlined project timelines and minimized rework.
<div>Loatech (Colombia)</div> <div>Project Manager</div> <div>Apr 2021 - Jan 2023</div> <div>Full-time</div>	As Project Manager at Loatech, I successfully spearheaded projects, focusing on simplifying complex customer processes. I provided strategic guidance to small teams of developers and designers, leveraging agile methodologies to optimize project workflows and ensure their timely and effective completion.
<div>Head of design</div> <div>Mar 2020 - Apr 2021</div> <div>Full-time</div>	As the Head of Design at Loatech, I drove innovative design implementations, focusing on seamless user experiences that exceeded expectations. I refined design processes to stay ahead of industry trends.
<div>UX Designer</div> <div>Sep 2019 - Mar 2020</div> <div>Contractor</div>	As a UX Designer at Loatech, I specialized in intuitive mobile apps, cross-platform solutions, and web designs. Through user-centered design practices, I enhanced user satisfaction and business outcomes.
<div>NatPacking (Costa Rica)</div> <div>Web Designer</div> <div>Oct 2017 - Feb 2020</div> <div>Contractor</div>	As a Web Designer at NatPacking, I crafted visually appealing websites tailored to brand identity. I optimized user experiences across platforms, ensuring intuitive interfaces and seamless functionality.
<div>Viernes EA (Colombia)</div> <div>Web Designer</div> <div>Jan 2015 - Sep 2017</div> <div>Full-time</div>	As a web designer at Viernes, my key responsibilities included designing and developing WordPress websites, creating captivating multimedia experiences, and crafting digital illustrations for various projects.

Education and certifications

California Institute of the Arts UX Design 2023	Design High-Impact User Experiences. Research, design, and prototype effective, visually-driven websites and apps.
University of Minnesota User Interface Design 2023	Design Better User Interfaces. Learn to create effective and usable interfaces for a range of products and devices.
Coderhouse UX/UI Design 2019-2021	Centered around the practical aspects of User Experience (UX) and User Interface (UI) design for digital products.
Academia de dibujo profesional Multimedia Design 2011-2015	Creatively using digital platforms for web design, integrating photos, videos, and animation to solve real-world challenges. It also develops skills in digital system development, information management, and audiovisual communication.

Technical competencies

Prototyping Tools, UI Design, User Research Tools, Wireframing, Responsive Design, Interaction Design, Information Architecture, Version Control, Accessibility.

Software

Figma, Sketch, InVision, Adobe XD, Balsamiq, Hotjar, Clarity, Whimsical, Miro, Azure boards, Jira.

Languages

Spanish, English