



**Hi!**

I'm a UX/UI Designer focused on creating user experiences and design systems for software, web and mobile products.

## Work experience

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### Senior UX/UI designer @ Bizagi

October 2022 - Today

I am responsible for building design interfaces and prototypes based on user behaviors and needs, as well as working within brand guidelines, B2B and consumer applications for both web and mobile. Taking the product from its definition to production with the ability to influence experience and strategy along the way.

### Lead UX/UI designer @ Tiendapp

January 2019 - October 2022

I interact with teams and stakeholders to define project goals; I collect the context and the commercial contributions. I explore strategies to ensure that design solutions are tailored to business and user goals, as well as integrate the frontend of projects.

### UX/UI designer @ Diario La República

April 2017 - December 2018

Responsible for creating, designing and integrating the frontend of the web interfaces for the different businesses of the newspaper. I focused mainly on conceptualizing new experiences and generating designs that work for the user.

### Head of web design @ Publicaciones Semana

September 2009 - March 2017

Responsible for coordinating, designing and maintaining the portals of Publicaciones Semana. UI/UX designer of portals and applications, design of multimedia specials, infographics, mini sites, guideline pieces, communities and corporate image.

### New media creator @ Wunderman

January 2007 - September 2009

### Web designer @ Smart Network Solutions

March 2006 - October 2006

### QA / Web designer @ Indexcol

January 2005 - February 2006

## Education

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### Graphic Design @ Unitec

2008

### Html5 / Css3 / Javascript @ La Salle College

2012

Contact

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Bogotá, Colombia.

## Skills

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### Evaluative

Research objectives, interviews with users, surveys, heuristic evaluation, usability test.

### Generative

User Personas, User Journey, Affinity Diagram, Idea Prioritization Diagram, User Flows, Wireframing, Competitive Analysis, Design Systems, Prototyping.

### Tools

Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign), Asana, GitLab.

### Code

Html5, Css3, Javascript - Angular, Ionic Ui, Foundation Zurb, Bootstrap, Gitflow.

### Languages

English B2 - Spanish Native

## Training

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### CX Research y UX testing

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### UX Design

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### Advance Figma

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### Information architecture

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[See my Portfolio](#) →