



PROFILE

For two decades, I have created better digital interactions by leveraging successful product with great designs.

I've worked inside business teams to ensure an engaging digital products and seamless user experience.

I've designed solutions to improve the digital transformation in banking, education, health, branding and government industries.

EXPERIENCE

WIZELINE 05/2022 - 06/2023

- Senior Product Designer for B2B solutions in Mexico and USA
- Leader in UX practice across junior desinger teams.

DNP - OBSERVATORIO NACIONAL DE LOGÍSTICA 05/2020 - 05/2023

- From idea to code prototype in 3 months.
- Monthly engagement close to 70%.
- Showcase technical documents to reduce other project's costs .
- 40% to 60% savings in expenses for road inventories.

WUNDERMAN THOMPSON - NDA PROJECTS 02/2019 - 10/2021

- Aligned team expectations and deliver new product's features.
- Customized Top 3 brand vehicle configurator for website.
- Designed intranet for 1K users with gamificaton as sales growth strategy.
- Designer first virtual showroom to lanuch new Pharma products.
- Web portal localization for LATAM with UX patterns content strategy.
- Online catalog for rebranded Top brand dietary product.
- Supported User Research & UI Design activities.

PIXELPRO - COMPETITVAS DE CONFECÁMARAS 12/2017 - 01/2018

- Designed, supervised and implemented national indicators portal.
- Conceptualized the module to build and track projects.

PIXELPRO - CES 08/2017 - 10/2017

- Got 2x faster UI design approval by using Stylescapes® guidelines.
- Designed UI and monitored development phase.

PIXELPRO - AEROSAN 03/2017 - 05/2017

- Guided stakeholders with ideation sessions.
- Designed and presented UI proposals.

EDUCATION & TRAINING

MASTER UX UI DESIGN 2021
SHIFTA BY ELISAVA BARCELONA - ESPAÑA

ADVANCED WEB TECHNOLOGIES 2009
CMC NEW DELHI - INDIA

DISEÑO INDUSTRIAL 1996
UNIVERSIDAD JAVERIANA BOGOTÁ - COLOMBIA

EVERIS - PROCUREMENT MANAGEMENT SOFTWARE 09/2018 - 10/2018

- From How Might We to browser prototype in 4 weeks.
- Shorten 14 mixed steps process to 8 short online steps.

CINTEL - SIGEP II 08/2016 - 12/2016

- Designed updated UX user journeys for legacy h.r. software.
- Supported with UI and accessibility requirements for RFQ.

SDP - PORTAL WEB / INTRANET / MICROSITIOS 06/2013 - 11/2015

- Reduced by 50% user's complaints.
- Increased by 300% web site page views.
- Leded workshops for 30+ web editors & authors

DADEP - PORTAL WEB 12/2012 - 03/2013

- Designed UI for Bogotá public spaces administration.
- Improved content to comply with accesibility guides.

LAC - TELEINTE 01/2010 - 11/2012

- Designed UI and coded front end WP templates.
- Structured Instructional Design guide for elearning platform.

REDCOLOMBIA / SONDA - CINECOLOMBIA / VISA 12/20007 - 05/2008

- Improved UI workflow for the largest movie theater chain.
- Designed UI content for VISA online marketing campaigns.

LA CAPSULA - POLITECNICO / CORONA / DYNAMO 05/2005 - 03/2006

- Designed faster placing add workflow for online add service.
- Designed UI for online courses - Politecnico.

CAFESALUD EPS - LMS INTRANET 06/2000 - 03/2002

- Designed UI for LMS backend and frontend.
- Designed UI and content artifacts for 30 courses.



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CREATIVE TEAM FILE STRUCTURE

To improve the efficiency of the creative team, a file organization based on the strategic workflow was proposed. Project leaders should have access to key information with minimal effort, and developers should validate the implementation against the design files.

