



ALVARO DÍAZ CASTRO, D.I.

Digital Product Designer
Master of User Experience Design

☰ 316 605 9532
✉ adiazcastro@gmail.com
🌐 www.alvarodiazcastro.com

PROFILE

I team up with businesses and assist them to overcome their current challenges and take their digital product ideas to the next level.

We build cross-functional teams to plan the best user experience for users and clients in order to improve digital interaction and business growth.

I am passionate about technology and design, which has made it easy for me to interact with clients, developers and designers to create better products and services.

PROJECTS

I've been invited to desing great digital products for B2B and B2C businesses. We've worked in transformation oriented teams, where I bring the fresh point of view from designers creative thinking and visual communication.



PHARMA



FINTECH



GOVERNMENT



TRANSPORT



CREATIVE AGENCIES



SOFTWARE DEVELOPERS



TRAINING & EDUCATION



NGO FOUNDATIONS

EXPERIENCE

HPL - ARCHITECTURE 02/2022 - 03/2022

- Improved portfolio conversion ratio.
- Discovered optional paths for user journey from brand awareness to project quotation.
- Improved SEO content to resolve brand awareness.

CAMINO FINANCIAL (CHALLENGE) 01/2022 - 01/2022

- Discovered and framed CTA problems.
- Analyzed UX read and interaction patterns.
- Reviewed and recommended UI optimization.

DNP - OBSERVATORIO NACIONAL DE LOGÍSTICA 05/2020 - 12/2021

- Reduced design time to MVP prototype by 80%.
- Monthly engagement close to 70%.
- Interactions with targeted content near to 95%.
- 40% to 60% savings in expenses for road inventories.

WUNDERMAN THOMPSON - NDA 02/2019 - 10/2021

PROJECT 01 CARS BROCHURE

- Localized spec sheet for online brochure.

PROJECT 02 BIKE TEAM

- Designed a game based community website to motivate sales performance and share technical information about the products.

PROJECT 03 CITY RUNNERS

- Landing page to gather information from possible runners and update about the city race details.

PROJECT 04 FOOD SUPPLEMENT LAUNCH

- Redesigned the user journey to highlight benefits for a product.
- Aligned UX writers content and PM goals to fit in the layout possible with the business CMS.
- Optimized the product roadmap to deliver project on time.

PROJECT 05 FOOD SUPPLEMENT LOCALIZATION

- Guided the client with design thinking to organize the project.
- Defined user personas and discovered insights from interviews to build the content for each country.
- Codesigned the website UI components for the new product.

PROJECT 06 VIRTUAL SEMINARS

- Designed the first inhouse Virtual Seminar Platform.
- Defined the main pages for speakers and backend admin.
- Oriented the general user flow.

PROJECT 07 FOOD SUPPLEMENT FOR KIDS

- Supported UX writing inclusion in early stages of product design.
- Improved the website map content by using other Information Architecture and project goals criteria.
- Provided consistency to front end design by Design Systems.

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

- Unified the source of information for 32 departments by porting analog reports to one online information node.
- Reduced by 50% the project's timeline.

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.

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

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

CINTEL - SIGEP II 08/2016 - 12/2016

- Designed better 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.
- Designed and delivered 8 digital products for events.

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 300 elearning pages.

EDUCATION & TRAINING

MASTER UX UI DESIGN 2021
SHIFTA BY ELISAVA BARCELONA - ESPAÑA

UX COURSES 2018
IDF INTERACTION DESIGN FOUNDATION ONLINE

ADVANCED WEB TECHNOLOGIES 2009
CMC NEW DELHI - INDIA

MULTIMEDIA 2000
UNIVERSIDAD EL BOSQUE BOGOTÁ - COLOMBIA

DISEÑO INDUSTRIAL 1996
UNIVERSIDAD JAVERIANA BOGOTÁ - COLOMBIA

TOOLS OF TRADE

ADOBE
Illustrator + Photoshop + XD + Premiere

UX & UI
Sketch + Figma + Marvel + Zeplin + Invision

DATA
Google Analytics + SAAS metrics for design

KNOWLEDGE BASE
Interaction Design Foundation + NNgroup + Smashing Magazine + SHIFTA + The Futur + Design books