



## PROFILE

**UI/UX Senior Designer with more than six years of experience passionate about the digital world and innovation, always focused on the user-centered design to obtain an effective solution to achieve the proposed business objectives.**

## WORK EXPERIENCE

### **BANCOLOMBIA**

**UI/UX Designer – January 2018 / Present– Medellín, Colombia.**

### **IATAI**

**UI/UX Senior Designer – November 2015 / Mayo 2017 – Bogotá, Colombia.**

- Design user interfaces for responsive websites/web apps and native iOS/Android apps.
- Establish and promote design guidelines, best practices and standards for the team.
- Research, user profiles, usability roadmaps, information architecture, conceptualization, wireframes design and prototyping in the development of web functionalities and mobile applications.
- Prototyped responsive HTML5 and CSS3 prototypes with the Bootstrap framework.
- Participate in scrum/agile design process – design sprint.
- Art direction for UI in both web and mobile applications.
- Graphic conceptualization for new innovation developments.
- Collaborate with internal stakeholders and users to understand business and user needs for existing and new digital offerings.
- Work with engineers to implement the intended structure and interface of the project.

*Clients: Visa (Visa Innovation Center, Visa Business, Visa Checkout), IATAI Andina, Diners Club Ecuador, Bancolombia, Banco GNB Sudameris, Banco Corpbanca / Helm, Biomax, among others.*

### **IATAI**

**UI Designer – February 2015 / October 2015 – Bogotá, Colombia.**

- Design user interfaces for responsive websites/web apps.
- Establish and promote design guidelines.
- Prototyped responsive HTML5 and CSS3 prototypes with the Bootstrap framework.
- Art direction for UI in both web.
- Graphic conceptualization for new innovation developments.
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# Juan Morera

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## **ESSECORP**

**Digital Designer, Digital Creative - December 2011 / December 2014 - Bogotá, Colombia.**

- Design and participate in the creation of concepts for digital strategies.
- Direct and define the visual style of the user interface.
- Wireframes and UI design of websites.
- Define Interface design and user experience web portal applications.
- Creation and development of web themes.
- Design of logos and graphic line focused on digital media
- Prepare & supervise Web design integration interfaces components during assembly and generation applications.
- Design corporate mailings.

*Clients: Universidad Jorge Tadeo Lozano, Fedegan, Claro, Donor Community, Notificalo, among others.*

## **CONEXRED**

**Graphic Designer | Freelance - February 2011 / November 2011 - Bogotá, Colombia.**

- Corporate Material Design
- Layout of brochures magazines
- BTL's design
- POP and Banners.

## **HISTRIÓN**

**Web Designer Junior - June 2009 / February 2011 - Bogotá, Colombia.**

- Web design specifications for front-end development.
- Branding and logo design.
- Design corporate identity.
- Animation of web banners.
- Illustrate & Design content.
- Editorial design.



# Juan Morera

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## EDUCATION

### Escuela de Artes y Letras

Graphic designer, emphasis on digital animation - 2013 - Bogotá, Colombia.

*Recognition: Experiential marketing campaign design. Client: P & M Magazine. Finalists InterU 2011.*

### Colegio Cofrem - Colegio Departamental La Esperanza

Academic Bachelor - 2006 - Villavicencio, Colombia.

## SKILLS

User Interface Design, User Experience Design, Wireframing & Prototyping, App Design, Responsive Design, Web Design, Art Direction, Branding & Presentations.

## TOOLS

Platforms: IOS, Android, MacOS, Microsoft Windows.

Software: Adobe CC (Ps, Ai, Xd, Pr, Ae, Dw), Sketch, Invision, Marvel, Principle, Keynote, Microsoft Office.

Languages: HTML5, CSS3, Javascript, jQuery.

## SOCIAL

**in** [juandiegomorera](#)

**Bē** [juan\\_morera](#)