



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

IATAI

UI/UX Senior Designer - January 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, Banco GNB Sudameris, Banco Corpbanca / Helm, Biomax, among others.

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.



Juan Morera

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.

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

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