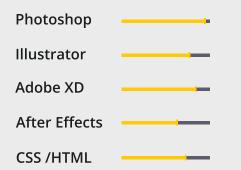


### UI/UX DESIGNER

## EDUCATION

- PUBLICIST INSTITUTO DE ARTES - 2 0 0 6
- DIPLOMA IN DIGITAL MARKETING EAFIT - 2014
- DIGITAL MARKETING AND ADVERTISING INSTITUCIÓN UNIVERSITARIA DE ANTIOQUIA Currently in last semester
- GOOGLE UX DESIGN
  COURSERA PROFESSIONAL CERTIFICATE- 2022

## SKILLS



# LENGUAGE

Spanish - English

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# JUAN DIEGO Echeverry M

#### UX/UI - WEB DESIGN - FRONT-END

I AM PASSIONATE ABOUT USER EXPERIENCE, WITH OVER 10 YEARS OF EXPERIENCE IN DIGITAL PRODUCT AND APPLICATION DESIGN. I HAVE WORKED WITH MULTIDISCIPLINARY TEAMS TO CREATE INTUITIVE AND ACCESSIBLE SOLUTIONS THAT SOLVE COMPLEX USER PROBLEMS.

MY EXPERIENCE RANGES FROM USER RESEARCH TO SOLUTION IMPLEMENTATION, INCLUDING INTERACTION DESIGN, EXPERIENCE DESIGN AND FRONT-END DEVELOPMENT.

# EXPERIENCE

#### Innventa Software & Technology

2018 - 2023 S

Senior UX Designer PHONE: 3192338409

- Lead user experience design for complex projects and ensure that usability, accessibility and user satisfaction goals are met.
- I Plan user research, interviews and user testing to gain insights and improve user experience for multiple clients.
- I Work with cross-functional teams to define and prioritize user needs, and ensure they are properly integrated into the product design.
- I Create wireframes, prototypes and interactive mockups to illustrate design concepts and obtain early feedback.

#### Abogados 1A PHONE: 322 11 01

2015 - 2018 DESIGN AND MARKETING COORDINATOR

- Strategies for corporate client acquisition for the firm, social media management, media advertising, google ads, creation of an app for lawyers.
- Create wireframes and a functional prototype for webapp for lawyers.

#### GRUPO AZULADO S.A.S PHONE: 444 58 28

#### 2015 - 2017 DESIGN AND MARKETING COORDINATOR

- Corporate image and image creation for new products
- I Marketing and communication campaigns Brand positioning and loyalty strategies
- Community manager (Facebook, instagram) Creation of designs and campaigns Development of advertising pieces (BTL, logos, flyers, posters, boxes, packaging)
- Creation of videos for Youtube and instagram.

# PERSONAL REFERENCES

#### HEIDY MESA BALLESTEROS

CEO IPS NEURUM PHONE: 304 357 51 42

#### **CAROLINA TORRES**

CEO GRUPO AZULADO PHONE: 444 58 28