



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.

UI/UX DESIGNER

EDUCATION

- **PUBLICIST**
INSTITUTO DE ARTES - 2006
- **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

- Photoshop
- Illustrator
- Adobe XD
- After Effects
- CSS /HTML

LANGUAGE

Spanish - English



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Portfolio
www.juandiego.com.co

EXPERIENCE

Innventa Software & Technology

2018 - 2023 Senior UX Designer PHONE: 3192338409

- | Lead user experience design for complex projects and ensure that usability, accessibility and user satisfaction goals are met.
- | Plan user research, interviews and user testing to gain insights and improve user experience for multiple clients.
- | Work with cross-functional teams to define and prioritize user needs, and ensure they are properly integrated into the product design.
- | 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
- | 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