Experience

Itaú Bank
UX–UI

I had two main projects, the first was the design of the experience for the Mobile App Itaú Pass Empresas. Since discovery and research were raised prior to my arrival, my role was UX, UI, prototyping, testing, and interviewing. This from the hand of a great UX team, of 14 people with 1 head, 2 leads and UX content, the workflow in UX was with Kanban. On the other hand, the team responsible for the application consisted of PO, TL, iOS and Andoird DEV, 3 QA and 2 Front-end for communication with the web. The workflow on this team was cascading. The other project I participated in was the design of the itau.cl web experience, divided into 3 different groups, my group consisted of 1 Front-End, BO and BS. We designed the private home experience and the transfer flow for natural people based on metrics given by Google 360. I did UX, UI, prototyping and testing.

Santiago de Chile, Dec 2019 – Feb 2020

Cencosud S.A.
UX–UI

With a multidisciplinary team and working under a SCRUM methodology together with different professional profiles such as UX, PO, Scrum, developers, QA, we designed the user experience of the native car for the mobile e-commerce of the Jumbo Colombia and Wong Peru apps, Following this I went to the Jumbo Chile team where we developed a large part of the front web and mobile experience. We conclude the new chekout, PLP, PDP, Home and schoolchildren. To achieve these objectives, I made information architecture proposals focusing on the user's decision map. The next step was the design of wireframes, analyzing with the UX and DEV equipment their fatibility. Once approved, and after a series of proposals, I moved on to mockup design and interactive prototyping. Finally we design usability tests, face-to-face and remote, these last 2 steps done iteratively.

Santiago de Chile, Apr 2018 – Nov 2019

Freelancer
UX–UI / Motion Graphics

We designed MyBookTravel, a platform designed to connect users and accommodation in the V region of Chile. It featured a dektop and responsive website and the app prototype, along with creating the research and information architecture phases for the UX process. I was in charge of creating and animating graphics and sound for the promotional videos. The team consisted of UX, programmers, advertisers and marketing.

Santiago de Chile, Concon Valparaíso, Sep 2016 – Mar 2018

Experience

Quum
UX-UI / 3D / Motion
Design of web sites, apps, video animation and scenario rendering for different projects including banks, telephony, clothing, hotels, lawyers, among others. The team included commercials, designers, producers and project leader.
Santiago de Chile, Apr 2015 – Sep 2016

Altavista 360°
UI / 3D / Motion
Creation of the virtual 360 degree platform for massive events. It consisted of taking photographs in large spaces for subsequent digital montage and reliving personalized moments of the event through RRSS for users and their post-marketing dissemination.
Bogotá Colombia, Apr 2012 – May 2013

Matdog
UX-UI
User experience design for conematographic projects. The processes carried out in my charge ran from the information architecture to the final prototyping for production. The team consisted of a project leader, editor, publicist, UX, editor.
Santiago de Chile, Apr 2014 – Jan 2015

Dux
Web Designer
Front design and assembly for small and medium-sized companies in the Florida, USA area.
Miami USA, Abr 2008 – Nov 2011

Estudio de moda   `award`
Graphic Designer
Design of a t-shirt collection and design of graphic pieces for different brands of the company.
Medellín Colombia, Aug 2007 – Mar 2008

Software

Adobe Creative Suite CC:
Illustrator, Photoshop, Dreamweaver, After Effects, Premiere, XD.
Sketch, InVision, Loop11, C4D.

web skills:
HTML5 / CSS3 / JQuery / Bootstrap / Wordpress.

Education

Universidad Jorge Tadeo Lozano
Graphic Design
Bogotá, 2002 – 2007

Universidad Jorge Tadeo Lozano
Films & Media
Bogotá, 2003 – 2007

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