Miguel Ángel Barrera
Product Designer. Colombia

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Work experience

Sell2Rent. Product Designer.
10/2024 — Present. USA (remote)
Role: UI/UX + Webflow designer. Brand development. Inbound marketing. CRM expert.
→ Launched **CRM + inbound marketing + lead & sales funnel + automations using Hubspot.**
→ Launched **plugin that Semi-automates the marketing material using Figma.**
→ Work in progress: **website + brand redesign.**

MiguelBA. Product Designer.
01/2024 — 10/2024. Colombia (remote)
Role: UI/UX + Web Designer. Brand development.
→ Launched **Realismagico.** Marketplace for local authors.

Joonik. Product Designer.
06/2021 — 06/2023 (on-site).
Role: UI/UX + Web Designer. Brand development.
→ Launched **Customela.** Contract creation and fullfilment app.
→ Launched **Keller Offers.** Real Estate iBuyer.
→ Launched **RxR Taskbank.** Task management platform for Real Estate.
→ Re-designed **Mobili.** Business process management platform for Real Estate.

Work done in all projects as design lead:
• Defined problem statement. Identified user personas + user journey map. Established value proposition. Specified goals, metrics, OKRs.
• Outlined MVP release. Established scope, timelines and milestones with Gantt chart. Task prioritazion. RACI matrix. Quality assurance.
• Established and performed UX research and user testing (card sorting, tree testing, first-click testing) using Optimal Workshop.
• Defined information architecture. Created wireframes and flowcharts. Simplified complex processes and user flows based on user insights
• Created high-fidelity mockups and interactive prototypes. Iterated on feedback. Implemented Material UI (MUI). Created design system.
• Teamed up with developers for design handoff. Easen up implementation of design layouts, animations, languages, UI kits, and proper functioning of the app within Beta-access, MVP, launch and post-launch.

Realismo Mágico. UI/UX Designer.
01/2018 — 02/2021. Colombia (remote).
Role: UI/UX + Web Designer. Brand development. Digital Marketing. E-commerce B2B & B2C.
→ Launched **Many Roofs.** Residential leasing lifecycle platform.
→ Launched **Manglaro.** E-commerce for designer clothes and products.

Mentive. UI Designer + Graphic Designer.
04/2016 — 08/2017. United States (hybrid).
Role: Multi-disciplinary designer focused on branding and marketing. UI designer for mobile & desktop app.

♦ **Mentive.** E-learning provider. Web app + Native iOS app.
• Re-designed brand. Improved brand awareness. Drove succesful marketing campaing enrolling new students.
→ Re-designed desktop app. Improved visual and interaction Design. Enhanced responsiveness and usability.
→ Launched mobile iOS app. Designed wireframes and flowcharts. Created high-fidelity mockups and interactive prototypes using InVision. Managed design handoff for development using Zeplin.

♦ **Villa.** Project collaboration and communication for construction projects. Web app + Native iOS app.
• Performed competitor analysis. Discovered design patterns. Performed A/B testing for brand communication and user acquisition. Launched marketing campaing. Designed brand's presence in apps stores, social media ads, etc. Designed responsive website.
• Defined information architecture. Created wireframes and flowcharts. Teamed up with developers for design handoff. Easen up implementation of design layouts, animations, languages, UI kits, and proper functioning of the app within beta-access, MVP, launch and post-launch.
→ Launched responsive web app.
→ Launched 2 versions of mobile iOS app.

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Summary

During my 6 years of experience, I've worked on 9 projects, including 5 projects focused on internal business processes and 4 projects directly serving customers. I've led 4 of them, discovering value proposition, implementing information architecture, prototyping, user-testing, design systems, interactive design and improving usability and engagement for mobile and web apps. I've worked in multiple design fields: branding, marketing, publishing, vfx, motion-graphics, web design, ui/ux design, considering all these in my product design projects.

My work experience backed with my business knowledge thanks to my MBA, user-centric mentality thanks to my UI/UX CalArts certificate and my goal-oriented processes thanks to my Google Project Manager certificate, allows me to take a wider perspective into making informed decisions even when facing insuficient data, and also be able to have effective communication in a cross-functional team.

Education

Project Manager (Specialization).
Google. 2024 (6 months). See certification.

Master in Business Administration (MBA).
Universidad Simón Bolívar. 2019 — 2021. Read master's thesis.

UI/UX Design (Specialization).
CalArts. 2020 (4 months). See certification.

Graphic Designer (Bachelor).
Universidad del Norte. 2008 — 2013.

Other certificates

EF English Certificate | C1

Digital Marketing - Hubspot Academy

Hubspot Marketing Hub Software - Hubspot Academy

Lean Software Development - University of Minnesota

Running Product Design Sprints - University of Virginia

Design Thinking and Global Startup - KAIST

Skills

· User Experience (UX) · User Interface (UI) · Project Management · Prototyping · User Testing · Product Discovery · Responsive Web Design · Design Systems Management · UX research · Usability · Information Architecture · Design Patterns · Branding & Identity · Digital Marketing · Campaigns · Agile Methodologies · Problem-solving · Attention to detail.

Technical skills

· Figma (6 years. 9/10) · Adobe Creative Suite (10 years. 8/10) · Wordpress CMS + Elementor Pro (4 years. 8/10) · Webflow (1 year. 8/10) · Trello (5 years. 8/10) · Optimal Workshop + Miro (3 years. 7.5/10) · Midjourney + ChatGPT (2 years. 7.5/10) · Jira (3 years. 7/10) · Meta Ads (4 years. 7/10)

Short term goals

Lead large UI/UX design teams as a **Product Designer** with multicultural members in the development and launch of high-impact digital products in startups or multinational companies.

Long term goals

Lead diverse multidisciplinary teams as **Chief Creative Officer** from the conceptualization, development, launch, and post-launch of several high-impact products of unicorn startups or multinational companies.

Interest

· E-commerce / Marketplace · Disruptive innovation · Education / Edtech · Travel / Tourism · Art & Design · Productivity · Startups

Languages

· Spanish (native) · English (C1 work efficiency)