

Work experience

UX-UI DESIGNER + BRANDING

FREELANCE | 01/2024 — Presente | Remote.

UX-UI Design. Brand development. Digital marketing. E-commerce B2B & B2C. Websites. Design in Figma. Development in Shopify. Wordpress CMS. Elementor.

ACHIEVEMENTS





 Launched Realismagi.co (mobile + desktop)

SENIOR UX-UI DESIGNER

JOONIK | 06/2021 — 06/2023 | Barranquilla.

UX-UI Design. Websites. Research & scope of work with Stakeholders. Figma. Optimal Workshop. Miro. Jira.

ACHIEVEMENTS

-  Launched Customela (mobile + desktop)
-  Launched Keller Offers (desktop)
-  Redesigned RxR TaskBank (desktop)
-  Redesigned Mobili (desktop)

UX-UI DESIGNER + BRANDING

REALISMO MÁGICO | 01/2018 — 12/2020 | Remote.

UX-UI Design. Brand development. Digital marketing. E-commerce B2B & B2C. Websites. Design in Figma. Development in Shopify. Wordpress CMS. Elementor.

ACHIEVEMENTS




-  Launched Many Roofs (desktop)
-  Launched Manglaro (desktop)

UI DESIGNER + BRANDING

MENTIVE + VILLA | 04/2016 — 08/2017 | Hybrid.

UX-UI Design. Brand development. Digital marketing. Design in Invision. Adobe XD. Illustrator. Zeplin.

ACHIEVEMENTS

-  Launched Villa Toolbox (mobile + desktop)
-  Launched Mentive (mobile)
-  Redesigned Mentive (desktop)

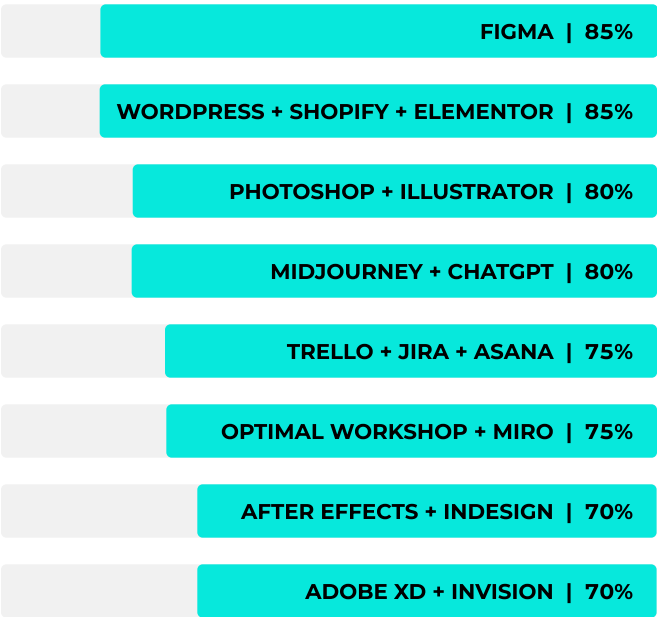
UX-UI DESIGNER + MBA
Project Management certification. More than 10 years of experience in marketing + branding. More than 5 years in UX-UI. I've worked in 9 projects designing user interfaces for mobile and desktop. I design and prototype in Figma, develop websites in wordpress.

SEEKING POSITION
as Senior UX-UI Designer or Product Designer in a startup with positive impact in society, or innovative company with different projects focused in productivity, education, tourism or marketplaces.

Soft skills

- Attention to detail
- Critical and analytical thinker
- Multidisciplinary
- Self-taught
- Storyteller
- Data-driven
- Problem-solver
- Project manager

Technical skills



Education

PROJECT MANAGER (SPECIALIZATION)

GOOGLE | 2024 (6 months)

[Google project management specialization](#)

MASTER IN BUSINESS ADMINISTRATION (MBA)

UNIVERSIDAD SIMÓN BOLÍVAR | 2019 — 2021

[Master's thesis link](#)

UX-UI DESIGN (SPECIALIZATION)

CALARTS | 2020 (4 months)

[Specialization in UX-UI by CALARTS in Coursera.](#)

GRAPHIC DESIGNER (BACHELOR DEGREE)

UNIVERSIDAD DEL NORTE | 2008 — 2013

Other certificates

[EF English Certificate | C1](#)

[Lean Software Development - University of Minnesota](#)

[Running Product Design Sprints - University of Virginia](#)

[Design Thinking and Global Startup - KAIST](#)

[Financing for Startup Businesses - Duke University](#)

[Startup Valuation Methods - Duke University](#)

SHORT TERM GOALS

Lead large UX-UI 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 like Rappi or Nubank or multinational companies.

Interests

E-commerce / Marketplace

Education / Edtech

Art & Design

Productivity

Travel / Tourism

Startups

Disruptive innovation

B2B + B2C

Awards

2021 | Universidad Simón Bolívar
Graduated with honors and laureated thesis

2020 | Barranquilla's Cultural Department
Award and publication of short stories book

2018 | Barranquilla's Cultural Department
Award and publication of novel book

Languages

English: **C1**

Spanish: **native**

Miguel Ángel Barrera

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Highlighted projects

REALISMAGI.CO | REALISMO MÁGICO | 01/2024 — 05/2024

SUMMARY

Desktop + Mobile web app.
Colombian marketplace in the field of literature.
Application for anyone to create publications and sell books quickly and safely. It focuses on promoting new unknown authors.

ACHIEVEMENTS

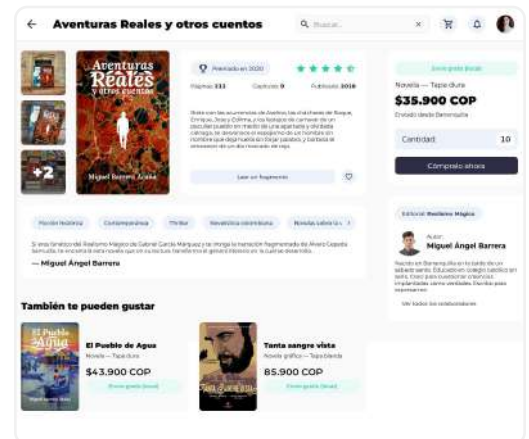
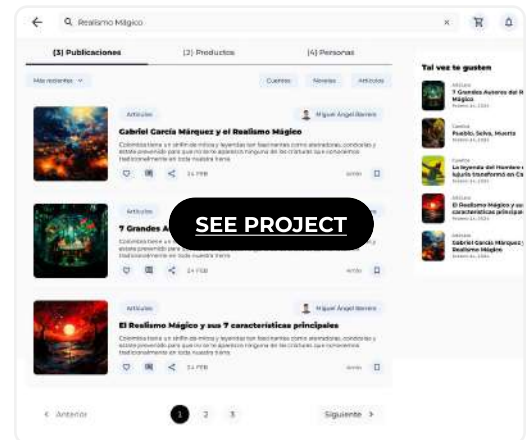
- 📈 Increased registrations by 15% month-over-month by the end of the first half of 2024.
- 📈 Increased the average number of posts per registered writer to 3 by the end of the first half of 2024.
- 📈 Increased sales by 10% month-over-month by the end of the first half of 2024.
- 📈 Increased Google Page Rank authority to 3/10 by the end of the first half of 2024.
- 📈 90% Net Promoter Score (NPS) at the launch stage.

DELIVERABLES

- 📄 Brand logo.
- 📄 Competitive analysis and value proposition.
- 📄 High-fi mockups for user testing.
- 📄 Design handoff + design system.
- 📄 Desktop web app.
- 📄 Mobile web app.

FUNCTIONS

- 🔍 Research & scope of work with Stakeholders. Project was born from conceptualization.
- 👤 UX with user personas, sitemaps, user flows and user testing.
- 📱 UI with low-fi mockups, high-fi mockups and interactives prototypes.
- 🎨 Creation of design system to ensure uniformity in the brand's visual identity.
- 🤝 Team up and effective communication with developers to easeen up the implementation of design layouts, animations, languages and UI kits, and proper functioning of the app within Beta-access, MVP, launch and post-launch.



Highlighted projects

CUSTOMELA | JOONIK | 06/2021 — 02/2023

SUMMARY

Desktop + Mobile app.
Colombian project in legal field.
Application to easily create and fastly fill contracts in any device. In desktop version, the user can create personalized contract models with different clauses and variables.
Material UI was used to easen the implementation of the design.



ACHIEVEMENTS

- **Reduced typing errors in contract completion by 2/3** compared to the traditional method at the end of the period.
- **Increased contract completion speed by 5x** compared to the traditional method at the end of the period.
- **Increased signed contract verification speed by 3x** compared to the traditional method at the end of the period.
- **Increased productivity in creating new contracts based on a template by 2x** compared to the traditional method at the launch stage.
- **95% Net Promoter Score (NPS)** at the launch stage.



DELIVERABLES

- Brand identity manual
- Responsive landing page.
- High-fi mockups for user testing.
- Design handoff + design system.
- Desktop web app.
- Native iOS mobile app.

FUNCTIONS

- Research & scope of work with Stakeholders. Project was born from conceptualization.
- UX with user personas, sitemaps, user flows and user testing.
- UI with low-fi mockups, high-fi mockups and interactives prototypes.
- Creation of design system to ensure uniformity in the brand's visual identity.
- Team up and effective communication with developers to easen up the implementation of design layouts, animations, languages and UI kits, and proper functioning of the app within Beta-access, MVP, launch and post-launch.



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Highlighted projects

KELLER OFFERS | JOONIK | 10/2021 — 06/2022

SUMMARY

Desktop app.
American project in real estate field.
Application to speed up the selling process for real estate agents. Material UI was used to easeen the implementation of the design.

ACHIEVEMENTS

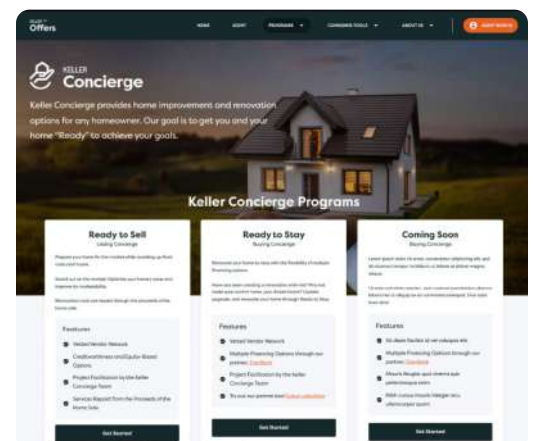
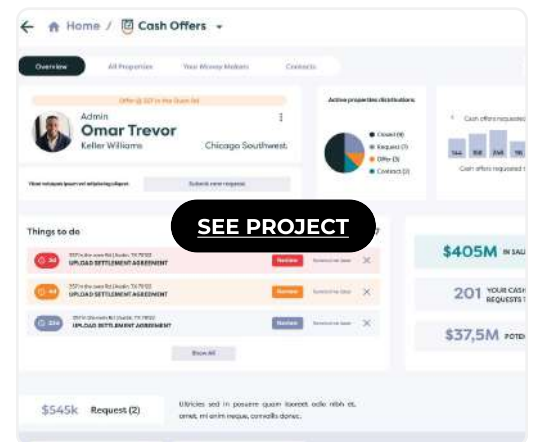
- 🔴 Increased Cash Offers program applications for Keller Williams agents by 20% by the end of the period.
- 🔴 Increased Concierge program applications for Keller Williams agents by 15% by the end of the period.
- 🔴 Reduced the time to take action to respond to potential clients by 40% at the launch stage.
- 🔴 Increased productivity in analyzing the buying and selling of potential properties by 55% at the launch stage.
- 🔴 90% Net Promoter Score (NPS) at the launch stage.

DELIVERABLES

- 🔴 Responsive microsite (real estate programs + agents sign-up forms).
- 🔴 High-fi mockups for user testing.
- 🔴 Design handoff + design system.
- 🔴 Desktop web app.

FUNCTIONS

- 🔴 Research & scope of work with Stakeholders. Project was already in process and had to be rethinking.
- 🔴 UX with card sorting, tree testing y first-click testing using Optimal Workshop.
- 🔴 UI with low-fi mockups, high-fi mockups and interactives prototypes.
- 🔴 Creation of desktop app and responsive website.



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Cover letter

The ability to learn and experiment quickly is what differentiates a high-impact startup from a traditional company. I apply the same concept to my profession. I like to test my knowledge. When I need to design something that I don't know, I research and learn it.

My greatest strength is translating user needs into interactive prototypes, leveraging my strong attention to detail and writing skills.

I'm a lifelong learner by nature, I actively seek out knowledge from diverse fields to refine my expertise. My insatiable curiosity fuels my drive to experiment with new technologies and design trends, ensuring I consistently deliver fresh and innovative solutions.

If you are looking for a UX-UI designer profile with solid foundations and experience in interface design and complementary knowledge in business administration, to work in an environment of high uncertainty, rapid growth and high impact. You've just found the profile you are looking for.