

Juan Botero – Senior Product Designer

I'm a digital product designer with extensive experience working for large and small organizations in the Silicon Valley. I have performed all the phases of the UX lifecycle, from research to elegant interaction design and specifications. I have worked in the financial industry for the past 5 years and delivered dozens of successful UX projects for a global audience.

Key proficiencies include:

Mobile & Web product design, user experience best practices, user interface & motion design, interaction design, visual communication, wireframing, customer journey maps, competitive analysis, prototyping, design systems, usability testing, storyboarding, design documentation/specifications.

Design Tools: Sketch, Figma, Abstract, Adobe (XD, Photoshop, Illustrator, After Effects).

Web Development: HTML, CSS.

Other tools: Jira, Trello, WordPress.

Experience

Senior Product Designer

Western Union Digital – San Francisco, CA

September 2014 – Present

- Lead global websites and mobile apps experience for the North and South American, European, Asian and African regions to ensure localized design matches regional audiences needs and regulations.
- Use qualitative and quantitative data to solve complex UX problems, better understand our customers and develop visual designs that earn customer loyalty and increase conversion rates.
- Work in close collaboration with business owners, product, research, web development, and database administrator teams from brainstorming, design and high-fidelity mockups to final design iterations and implementation.
- Lead motion design for Western Union design system defining and producing animation principles that best suit our digital products.
- Develop interactive prototypes for usability testing to validate design while meeting customer's expectations and business goals.
- Lead responsive designs for wu.com while mentoring junior designers to create information architecture and user flows that the team used to identify customer pain points and develop final design.

Interactive Designer

Pacific Digital Image – San Francisco, CA

December 2009 – August 2014

- Designed interactions, information architecture and graphic arts for digital products.

- Implemented front end code for a wide range of interactive communication products including internet sites, touch screen applications, and interactive kiosks.
- Developed online animated ads and promo spots

Interactive Designer

Freelance.

August 2008 – November 2009

- Designed interactions, information architecture, graphic arts and image optimization for websites and videogames.
- Developed online animated ads and promo spots.

Interactive Designer

PlayFirst, Inc. – San Francisco

January 2007 – July 2008

- Designed interactions, graphic arts for playfirst.com and other microsities.
- Developed online animated flash ads and promo spots for games.
- Designed additional marketing collateral for company events.

Education

Master of Fine Arts (M.F.A.) Web Design & New Media

Academy of Art University – San Francisco, CA

Bachelor of Arts (B.A.) Graphic Design

Universidad Pontificia Bolivariana – Medellin, Colombia

Enrichment Programs

Typography conference. TypeCon – San Francisco, CA

Photography / Lighting. Academia Cultural Yurupary – Medellin, Colombia

Languages

Spanish – Native

English – Full professional proficiency

Additional Interests

Running, Biking, Photography, International travel