

## 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, Motion Design, and specifications. Over the last 18 years, I have worked in the advertising, Fin-Tech, and e-commerce industries and delivered dozens of successful UX projects for a global audience.

Key proficiencies include:

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

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

Web Development: HTML, CSS.

Other tools: Jira, Trello, WordPress.

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## Experience

### Senior Product Designer | Design System Lead

Albertsons Companies – Pleasanton, CA. Bay Area

January 2020 – Present

- Lead and execute Albertsons component library and usage guidelines.
- Created flexible components to address a wide variety of use cases while mentoring junior designers about Systems best practices.
- Lead motion design for the design system and define animation principles that best suit Albertsons' digital products.
- Designed all components with accessibility best practices in mind.

### Senior Product Designer

Western Union Digital – San Francisco, CA

September 2014 – January 2020

- 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 and engineering teams, from brainstorming, design and high-fidelity mockups to final design and implementation.
- Lead motion design for the design system defining and producing animation principles that best suit Western Union's digital products.
- Develop interactive prototypes for usability testing to validate design while meeting customer's expectations and business goals.

## 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.

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## 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

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## Enrichment Programs

Typography conference. TypeCon – San Francisco, CA

Photography / Lighting. Academia Cultural Yurupary – Medellin, Colombia

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## Languages

Spanish – Native

English – Full professional proficiency

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## Additional Interests

Running, Biking, Photography, International travel