

Juliana PINZON GOMEZ

UX / UI Designer



ABOUT ME

I'm an industrial designer with emphasis on the digital area; I have more than 5 years of experience in UX / UI, web design for mobile and web projects in the technology sector.

Throughout my work experience I have designed and developed projects and digital products focused on improving the user experience through research methodologies, ideation, creation of wireframes, user flows, functional prototypes and tests, allowing me to communicate my ideas through graphic elements, clean and attractive interfaces that meet technical and aesthetic requirements.

I also have knowledge in html, html5 and CSS3 layout, which has allowed me to relate easily with development teams giving visual keys for their implementation.

I'm looking for a company that allows me to continue developing my search to improve the user experience and challenging my graphic skills.



Bogotá, Colombia



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Juliana Pinzón Gomez



WORK EXPERIENCE

Current - 2019 Nov

UX / UI Lead Designer

Samsung Cheil Worldwide

Cra 7 # 113 – 43 Ofc 1001

Torre Samsung

- Planning schedules and execution times of user experience and interfaces design processes for mobile applications on Android, IOS, web pages, and responsive based on user-centered design and agile methodologies.

- Develop user research using tools, such as interviews, construction of Persona profiles, empathy maps, Card sorting, User Journeys, Heuristic Evaluations among others... Usability tests AB tests using Hotjar and Google Search Console.

- Execution of workflows, mock-ups, and wireframes of low and high fidelity on Figma, using auto-layout and components, creation of style guides and design systems, functional prototypes on Invision, and preparation of assets for their implementation in development teams in Zeplin.



ACHIEVEMENTS

Samsung Cheil Worldwide

- Development of user experience and interface design of a mobile app for Android platform in Korea Cheil Headquarters for control of salesforce, activities, and supplies for Samsung sales points at Latam.

- Design of workflows, UX-UI experience, development of AV Expert application for android and CMS to consult products, technical characteristics, sales speech, comparison with competitive brand products for the SAMSUNG Mobiles, TV and Home Appliances divisions.

- Conceptualization of experience and UX / UI design of the application ON TV with TIZEN technology that links the TVs with the Android operating system for Samsung

- Creation of Parallax experience, controls, and user interface of 3D models with 360 views for launches and unboxing of Samsung cell phones for the landing page of Samsung Colombia.

- Website redesign with the responsive version for Havoline Texaco Colombia and Solve for tomorrow Samsung Contest



EDUCATION

2017

Course Digital Lead Generation

Udemy Academy

2016

Course Imbound Sales

HubSpot Academy

2015

Course Digital Product and UX

Virtual Platzi

2014

Development of sites and Graphics for the Web

Universidad Nacional

2008

Industrial Designer with emphasis in the digital area

Pontificia Universidad Javeriana

2003

Bachelor

Abraham Lincoln School



WORK EXPERIENCE



August 2019 -2019 May

UX / UI Designer

Tpaga S.A.S

PBX: (1) 5188811

Cra. 7 Bis #106-33

- Design of flows, wireframes, mockups, final views, prototypes and assets of the application and / or new products on web, IOS and Android operating systems.
- Do user research applied to the improvement of experience and interfaces, based in user personas, super users of the application and users journeys using techniques as Surveys, interviews, focus groups etc...
- Evaluate and perform usability tests for new functionalities, services , user flows to verify the experience that users have before releasing new versions of the app.



ACHIEVEMENTS

Tpaga S.A.S



UX - UI design of the flow a user would go over when paying for a public service in Tpaga app through his new PSE payment option.



UI / UX design of TPAGA Taxexpress mini that allows to offer taxi drivers a quick and non-moving payment option for the services they currently purchase physically at the payment points. The services can be categorized by city, individual services or combos and by quantity of products all these aspects can be parameterized.



UI / UX re-design of TPAGA mobile wallet onboarding flow This redesign of the walkthrough is aimed to new users, explaining easily the app's benefits, means of payment, terms and conditions through the experience on the onboarding process to the App and FIC before filling out their registration.



SKILLS

UX/ UI DESIGN

- USER RESEARCH & BENCHMARKING
- WIREFRAMING & PROTOTYPING
- USERS FLOWS & INTERACTION DESIGN
- USER TESTS & USABILITY

- PHOTOSHOP ★★★★★☆
- ILLUSTRATOR ★★★★★☆
- SKETCH ★★★★★☆
- FIGMA ★★★★★★
- INVISION ★★★★★☆
- MARVEL ★★★★★☆
- ZEPLIN ★★★★★☆

CODE

- HTML , HTML5 ★★★★★☆
- CSS3 ★★★★★☆
- WORDPRESS ★★★★★☆



WORK EXPERIENCE



2016 June - 2019 January

Senior Web Designer

PayU Latam

Tel: 7563126 Ext. 503-547

- Design, implement, iterate and improve the experience in the use of the website at LATAM level for merchants and buyers. The main objective is to know the solutions, means of payment and increase the use of electronic payments in Latin America through PayU.

- Implement design thinking methodology, on the improvement of internal components, products and services for new business models. Designing together with development teams in Sprints under Agile methodologies.

- Visual design and layout in HTML5 and CSS3 responsive newsletters, landing pages of products, digital email marketing campaigns (banners, pieces for social networks and infographics) using PayU's visual identity for all LATAM countries.



OUTSTANDING ACHIEVEMENTS PayU Latam



Evaluate and perform usability tests and A / B testings to improve the structure of the information architecture for each solution offered by PayU to its customers according to the type of Gateway or Aggregator integration they have with the PayU platform.



Development of the PayU Biz app from the stage of research, Prototyping, Validation, Implementation, Iteration and Refinement through research methodologies used in each stage as: Surveys, interviews, brainstorming, Card Sorting, Wireframes, Heuristic Evaluation, first Click , A / B Testing among others.



Design, implement and update the content of the PayU website through the use of Wordpress and HTML5 and CSS3 layout in Latin American countries where PayU have presence.



LANGUAGES

- English ★★★★★☆
- Spanish ★★★★★★



REFERENCES

- **Natalia Ardila**
UX Designer & Researcher
Wizeline
300 5318329
- **Juan Camilo Vidales**
Developer - Cheil Worldwide Colombia
316 5397145
- **Mauricio Gomez Quintero**
Online Channel Manager - Telefónica
316 7424515



WORK EXPERIENCE



2014 July - 2016 June

Web Designer

Servinformacion

Tel:2562030

- Research and user analysis, product definition, structural design, information architecture, wireframes, UI design, style guide, interaction design, prototype development, user testing and quality assurance for different external clients according to the geolocation solution tailored to web or mobile devices.
- I worked in multidisciplinary teams conceptualizing, prototyping and designing functionalities of the interface and user experience mobile first of the APPs according to the client. Research of good and best practices to solve challenges or needs of the project.



OUTSTANDING ACHIEVEMENTS Servinformacion



User experience and graphic design interface, components, style guide for the SAVING THE AMAZON mobile application whose main objective is to unite the world and local community in a campaign to save the Amazon through the online purchase of a tree, planted in indigenous reserves.



Redesign the user experience, the User journey and architecture of the information of a web solution, called the Musical Map for the National Batuta Foundation, based on free software. That aims to publicize the programs, venues, calls and courses offered by Batuta.



Analysis, research and definition of users persona through qualitative methodologies. Generation of wireframes, user flows, functional prototype and Assets UI for Camu construction housing platform that will provide information for: (clients, competition and vendors), land and costs of the construction projects.