

JULIANA PINZON GOMEZ

UX/UI DESIGNER

www.julixdlab.com

PROFILE

I'm passionate about designing effortless, meaningful, and scalable digital experiences across mobile and web. With 9+ years of experience, I specialize in translating complex business and technical requirements into intuitive, user-centered solutions. I'm driven by research-led design, system thinking, and close collaboration with product, engineering, and business partners. I thrive in environments where I can lead initiatives, connect insights across disciplines, and deliver thoughtful, design-system-aligned experiences that create measurable impact at an enterprise scale.

EXPERIENCE

SENIOR UX DESIGNER | APRIL 2023 - CURRENT

Publicis Sapient | Verizon VCG & VBG | Bogotá, Colombia

Led end-to-end UX initiatives across Verizon Consumer and Business portfolios, delivering scalable, user-centered solutions for mobile and web platforms. Drove research-informed design through journey mapping, UX audits, and usability testing to reduce friction and improve adoption. Partnered cross-functionally to design design-system-aligned components and workflows that scaled across multiple Verizon initiatives.

Achievements

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Juliana Pinzón Gomez



Bogotá, Colombia



“
**Building experiences
that just work – and
feel awesome doing it.**”

EDUCATION

JANUARY 2025

PRACTICAL AI FOR UX
PROFESSIONALS

Nielsen Norman Group

JANUARY 2017

DIGITAL LEAD
GENERATION

Udemy

- Led research-driven redesigns of Verizon Business FWA bundle configuration, Add-ons, and Parental Control experiences, resolving usability, scalability, and design-system gaps to improve clarity, customization, and customer confidence.
- Designed modular, design-system-aligned architectures and interaction patterns validated through prototyping and usability testing, reducing friction, simplifying device and service management, and supporting scalable growth across Verizon platforms.

UX / UI LEAD DESIGNER | NOV 2019 - FEB 2023

Cheil Worldwide | Samsung | Bogotá, Colombia

Led planning and execution of UX/UI design processes across Android, iOS, web, and responsive platforms using user-centered and agile methodologies. Conducted end-to-end user research through interviews, empathy maps, card sorting, user journeys, heuristic evaluations, and A/B usability testing with tools such as Hotjar and Google Search Console. Designed low- and high-fidelity wireframes, UI components, and design systems, delivering functional prototypes and development-ready assets via InVision, Zeplin, and auto-layout frameworks.

Achievements

- Led UX/UI design for an Android app managing Samsung LATAM salesforce operations.
- Designed AV Expert app and CMS for product knowledge and sales enablement across Samsung divisions.
- Conceptualized ON TV app UX/UI using Tizen to connect TVs with Android.
- Created parallax and 360° 3D UI experiences for Samsung product launches.
- Led responsive website redesigns for Havoline Texaco Colombia and Samsung's "Solve for Tomorrow."

JANUARY 2015

DEVELOPMENT OF SITES
AND GRAPHICS FOR THE
WEB

Platzi

JANUARY 2014

PRODUCTO DIGITAL
Y UX

*Universidad Nacional de
Colombia*

INDUSTRIAL DESIGNER

*Pontificia Universidad
Javeriana*

TOOLS



Figma



Sketch



Hotjar



Invision



Wordpress



Photoshop



Illustrator

UX / UI DESIGNER | AUGUST 2019 - MAY 2019

TPaga SAS | TPaga app | Bogotá, Colombia

Designed end-to-end user flows, wireframes, mockups, final UI, prototypes, and development-ready assets for web, iOS, and Android products. Conducted user research to improve experiences and interfaces using personas, super users, and user journeys through surveys, interviews, and focus groups. Evaluated and executed usability testing for new features, services, and flows to validate user experience prior to app releases.

Achievements

- Designed the end-to-end UX/UI flow for public service payments in the TPaga app using the new PSE payment option.
- Led UX/UI design of TPaga Taxexpress Mini, enabling fast, location-based, configurable digital payments for taxi drivers.
- Redesigned the TPaga mobile wallet onboarding to clearly communicate benefits, payment methods, and terms before registration.

SENIOR WEB DESIGNER | JUNE 2016 - JANUARY 2019

PayU Latam | PayU Biz app | Bogotá, Colombia

Led the design, implementation, and continuous optimization of PayU's LATAM websites to improve merchant and buyer experiences and drive adoption of electronic payments. Applied design thinking to enhance internal components, products, and services, collaborating closely with development teams in agile sprint-based workflows. Delivered responsive visual design and layouts using HTML5 and CSS3 for newsletters, product landing pages, and digital marketing assets, ensuring consistent brand identity across all LATAM markets.

Achievements

- Conducted usability and A/B testing to optimize information architecture across PayU solutions based on gateway and aggregator integrations.
- Led end-to-end development of the PayU Biz app from research and prototyping to validation, implementation, and iteration using mixed research methodologies.
- Designed, implemented, and maintained PayU LATAM website content using WordPress with HTML5 and CSS3 layouts across multiple markets.

WEB DESIGNER | JULY 2014 - JUNE 2016

Servinformacion | Multiple Clients | Bogotá, Colombia

Led end-to-end UX/UI efforts including user research and analysis, product definition, information architecture, wireframes, UI design, style guides, interaction design, prototyping, user testing, and quality assurance for geolocation-based web and mobile solutions. Collaborated within multidisciplinary teams to conceptualize and design mobile-first experiences tailored to client needs, applying industry best practices to solve complex usability and interface challenges.

Achievements

- Designed UX/UI, components, and style guide for the Saving the Amazon mobile app, enabling global participation in reforestation through tree purchases.
- Redesigned the UX, user journeys, and information architecture for the Musical Map platform of Fundación Nacional Batuta to showcase programs, venues, and courses.
- Conducted qualitative user research and persona definition, delivering wireframes, user flows, functional prototypes, and UI assets for the Camu construction housing platform.