



# JUAN CARLOS URREA

UX Designer



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To see my full portfolio and resume, please visit

[juhrrex.com](http://juhrrex.com)

## ABOUT ME

Hello my name is Juan Carlos and I'm a UX Designer with a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. Through many years I have master the best and most useful design tools alongside having a strong empathy and leadership skills. I'm a design-business thinker with an open mind, a coach and a facilitator.

My work combines a background in graphic design, combining technology and user-centered design thinking. I have been working for many years with all phases of the UX process, from concept and information architecture to wireframing, prototyping and visual design. I work closely with stakeholders, other designers and developers to create products with high standards of usability and design.

I have had the opportunity to help to create products and experiences for many clients in different industries, such as: telecommunications, insurance, technology, banking, cryptocurrencies, video games among others.

## SKILLS

### *User Experience*

- Interaction Design
- Content inventories
- User interviews
- Stakeholder Interviews
- User journeys
- User stories
- Empathy Maps
- Wireflows
- Wireframes
- Paper sketching
- Interactive prototypes
- Personas & Proto-personas
- Usability testing
- Heuristic Evaluations
- Benchmarking
- Site maps

### *Methodologies*

- Design thinking
- Design sprint
- Lean UX
- Agile
- Scrum
- Atomic design

### *Design Tools*

- Adobe XD
- Sketch
- Photoshop
- Illustrator
- InDesign
- Adobe Suite

## Other Skills

- Discovery sessions (inceptions)
- UX coach
- UX workshops facilitator
- Recruitment interviews

## Other Tools

- Slack
- JIRA
- Confluence
- Basecamp
- Microsoft tools
- MacOS
- Windows

## Prototyping Tools

- Adobe XD
- InVision
- Balsamiq
- Axure prototyping
- Marvel app

## CERTIFICATIONS

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### UX Best Practices Standards

Yuxi Global  
2018

### Become a Senior UX Design Strategist

Stack Skills  
2018

### Responsive Design

Platzi  
2017

### Photoshop PRO

Platzi  
2016

### UX Deliverables

Yuxi Global  
2018

### Scrum Master Accredited Certification

International Scrum Institute  
2016

### Sketch

Platzi  
2016

### Branding

Platzi  
2016

## EXPERIENCE

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### Yuxi Global

Sr. UX Designer  
April 2018 - Present

Creation of the user experience for different digital products on multiple devices, socialization and presentation of the UX/UI with the stakeholders, creation of user personas and proto-personas, empathy maps, definition of user flows, journey maps, wireframes, interactive prototypes, sketch sessions with stakeholders, user interface design, generation of assets required for implementation, UI kits, usability test, user Interviews, stakeholders interviews, heuristic evaluation, benchmarking and UX workshops facilitations, under the best practices in UX and the best methodologies, such as, design thinking, atomic design and agile.

### Intergrupo

Sr. UX Designer  
June 2016 - March 2018

Creation of the user experience for different digital products on multiple platforms, socialization and presentation of the UX/UI with the clients, definition goals of the project, creation of user personas, user flows, card sorting, creation of wireframes, interactive prototypes, sketch sessions with users, user interface design, generation of assets required for implementation, UI kits, heuristic evaluations, information architecture (IA) and benchmarking.

## *Komet Sales*

*UX Lead*

*August 2015 - December 2015*

Leadership of the UX team (including a front-end developer), research, benchmark analysis, definition of user flows, wireframes, generation of assets required for implementation, UI kit creation, usability testing and the implementation of a new user experience and rebranding for the main company app.

## *XumaK*

*UX Designer*

*November 2013 - July 2015*

Creation of websites under atomic design, personas, definition of user flows, sitemaps, high fidelity visual design, interactive prototypes, wireframes, style guides, design systems, benchmarking, moodboards, generation of assets required for implementation and branding.

## *Innovamedios*

*Sr. UI Designer*

*January 2010 - August 2013*

Responsible for creation of the user experience for different digital products on multiple platforms, socialization and presentation of the UI with the clients, generation of assets required for implementation, benchmarking, moodboards, branding, web and multimedia apps.

## *EDATEL*

*Internship Designer*

*August 2007 - January 2008*

Responsible for creation of the user experience for different digital products on multiple platforms, socialization and presentation of the UI with the clients, generation of assets required for implementation, benchmarking, moodboards, branding, web and multimedia apps.

## EDUCATION

### *SENA*

*Multimedia Production*

*2010*

### *UPB: Universidad Pontificia Bolivarianat*

*Graphic Design for Websites*

*2009*

### *Institución Universitaria Pascual Bravo*

*Graphic Designer Bachelor Degree*

*2008*

## LANGUAGES

### *Spanish*

*Native or bilingual proficiency*

### *English*

*Professional working proficiency*