



Juan Pablo Díaz

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As a seasoned designer, I possess a comprehensive skill set in design thinking, lean startup and agile methodologies. My professional background includes creating mobile games, as well as serving as a member of the Innovation Center team at Bancolombia, where I applied human-centered methodologies to drive customer-centric solutions.

Currently, as an UX/UI Designer at Nequi, I leverage my extensive experience and expertise to design innovative digital products and experiences that resonate with users, elevate the brand, and deliver business results.

I invite you to visit my website at www.juanpdiaz.com to take a peek view of my portfolio and professional achievements.

Education

Universidad Pontificia Bolivariana

Título: Bachelors degree
Carrera: Graphic design
07/2009 - 05/2014
Medellín - Antioquia - Colombia

St. Petersburg College

Título: Associate of Science (A.S.)
Carrera: Print Design
08/2004 - 05/2007
Clearwater - Florida - United States

Countryside High School

Título: High School Diploma
08/2000 - 05/2004
Clearwater - Florida - United States

Work Experience

Nequi

Position: Senior visual designer
Dates: 05/2020 - Present

Most relevant achievements:

- Developed the first-ever design system.
- Created an icon system for efficient visual communication.
- Contributed to improving the user experience and interface redesign for the App.

Skills:

- Proficient in utilizing human-centered methodologies and tools for effective problem-solving.
- Skilled in UI/UX design to create prototypes and validate solutions with users.
- Collaborates effectively with technology teams to co-create exceptional user experiences.

Bancolombia

Position: Senior visual designer
Dates: 05/2020 - Present

Most relevant achievements:

- Successfully created and developed various innovative internal projects using different methodologies.
- Conducted research and devised solutions using Design Thinking, Lean Startup, and other tools.

Skills:

- Proficient in customer-centric methodologies.
- Experienced in defining user profiles and conducting user research.
- Ability to design UI/UX and develop prototypes for validation with customers or target audiences.
- Successfully executed innovation projects in different areas of Bancolombia, such as insurance and SMEs.

Languages

Spanish - Native
English

Tools and Methodologies

 Service Design

 Design Thinking

 Agile

 Adobe Suite

 Figma