

## JUAN ALEJANDRO SOLARTE RODRIGUEZ

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### Education

#### ICESI UNIVERSITY

Interactive Media Design | GPA 4.6/5 | C2 Proficient (EF SET)

Relevant coursework: UX Research, UI Design Systems, Web Programming

Awards and Honors: Honor Roll, Gold Academic Excellence Scholarship – Semesters I to IX

Cali, Colombia

July 2020 – august 2025

#### FREINET SCHOOL

Bilingual Senior with emphasis in Research | GPA 4.5/5 | IELTS C1

Cali, Colombia

June 2020

### Technical skills

**Front-End Development:** React, Next.js, HTML, CSS, Tailwind CSS, JavaScript, TypeScript, Firebase.

**UX/UI Design:** Figma, UI/UX Design, UX Research.

**Tools and others:** Git, Python, Kotlin (basic), Scrum.

### Experience

#### Web developer & designer

Jamundí, Colombia

##### Colombiatodo CI SAS

January 2024 – Present

- Led the development of an ecommerce platform from scratch using technologies such as React, Strapi, Next.js, Supabase, Firebase, and MercadoPago.
- Designed user-friendly solutions for both end users and clients, improving the company's sales conversion rate.
- Improved the website's performance, achieving a 40% reduction in loading times.

#### Coding Assistant

Cali, Colombia

##### Icesi University

January 2023 – June 2024

- Provided academic support in programming to over 20 peers on topics such as design fundamentals, algorithms, application ecosystems, and web programming.
- Conducted over 100 hours of tutoring on advanced concepts, reducing inquiries and clarifying complex topics for more than 15 peers, enhancing class performance.
- Organized and led weekly programming workshops, resulting in a 20% increase in attendance and participation.

#### UX/UI Designer

Cali, Colombia

##### EnerBit

August 2023 – December 2023

- Developed and improved the mobile application as part of a team, increasing usability by 25% for users with low digital literacy, making it more intuitive and accessible.
- Accelerated the payment process by 25 seconds and increased user retention by 25% through optimizing the information architecture.
- Implemented user-centered design improvements in collaboration with the team, resulting in higher user satisfaction and engagement.

#### Front-End Developer

Cali, Colombia

##### Banco W

August 2023 – December 2023

- Redesigned the Banco W website as part of a team using web technologies like HTML, CSS, and JavaScript.
- Optimized the user experience and page performance in collaboration with the technology team.

### Skills & Interests

**Languages:** Native Spanish, Proficient English, Intermediate Portuguese, Basic French

**Interests:** Sports, Soccer, Videogames, Music.