FELIPE ANDRADE

UI/UX Designer

Portfolio

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Contact

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🧭 Bogotá, Colombia

Education

2017 - 2023

Universidad de la Sabana

Informatic Engineering

Languages

Spanish (Native)

English (B2 certified)

PROFILE

UI/UX Designer, focused on designing digital products centered on users and business goals through creativity, collaboration and problem solving skills.

EXPERIENCE

UI/UX Designer

O-Lab   Aug 2022 - Aug 2023

- Improved the SUS score on an average of 17% by redesigning the company's mobile app, web app and web based CMS, delivering a better user experience to consume, create, manage and monitor educational content.

- Accomplished to improve the navigation and task completion rates by delivering responsive prototypes along with journey maps, information architecture and design system to developers.

- Evaluated product usability and consistently gathered user research through interviews, surveys, unmoderated and moderated user testing, A/B testing, competitive analysis and used key findings to increase the NPS score by 30%

- Collaborated with developers for sprint planning, while maintaining and prioritizing the backlog according to user stories, business goals and value/risk assesments.

SKILLS

User Research • Design Thinking • Prototyping + UX/UI • Information Architecture • Journey Mapping • SCRUM • Illustration • Responsive Design• Front End Development

TOOLS

Figma + Figjam • Adobe Xd • Adobe Illustrator • Maze • Jira • HTML + CSS • Java • React