

JUAN QUINTERO

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✓ Professional Summary

Multidisciplinary Designer with 4+ years of experience in product design, UX/UI, graphic design, prototyping, layout, project execution and strategy. With strong skills in Adobe Creative Suite, Figma, Microsoft suit and 3D visualization tools.

Experienced in design thinking and user centered design, while keeping consistency with the company identity and values. Able to collaborate in fast-paced environments, advocating for accessibility (WCAG), testing and production compliance. Currently learning about Project Management, coding and French. Fluent in English and Spanish.

🏢 Work Experience

FREELANCE DESIGNER

Jul 2025 – Present | Ottawa

- Create custom graphics for various clients, including brochures, social media content, company presentations, signage and print-ready materials.
- Manage design projects with external stakeholders.

STRUCTURAL DESIGNER at Newprint

Jan 2023 – Jun 2025 | Ottawa, Canada

- Designed and developed custom structural packaging using 2D/3D CAD tools, tailored specifically for each customer, improving packaging efficiency and reducing material waste to as low as 5% of the parent sheet format. (Artios CAD / Illustrator)
- Produced 3D visuals and product samples for client presentations and social media, increasing clients' project approval rate up to 25% faster.
- Collaborated with production team, digital printing, shipping and managed purchase orders for tools and materials for the final product manufacturing. (EPMS / Helpscout / Shipstation)

PHOTO EDITOR at Carpe Diem Photography

Aug 2024 – Dec 2024 | Ottawa

- Produce computerized images aligned with the requirements of the customer within a specific timeline and quality standards.
- Transform images using photoshop and specialized software to have an efficient workflow delivering within the deadline.
- Navigate and understand the different libraries and stock resources to create the final products.

UX DESIGNER at Casatoro S.A.

Nov 2021 – Apr 2022 | Bogotá, Colombia

- Applied Design Thinking to improve customer experience at Mazda dealerships, increasing dealership self-awareness with customers by 15% and enabling the creation of a contingency plan for post-purchase service improvements.
- Conducted user interviews and field observations to identify improvement opportunities and generate an action plan within brand constraints and feasibility.
- Created user journey maps, empathy maps, and prototypes to highlight insights along the customer experience.

PRODUCT DESIGNER at Proyecformas LTDA

Mar 2020 – May 2021 | Bogotá, Colombia

- Developed customized furniture solutions through client site visits.
- Produced technical drawings, 3D models, and presentations for the commercial team. (Inventor / Keyshot / Illustrator)
- Managed social media content aligned with product line requirements.
- Created the company's portfolio, from rendering to editorial design, showcasing its product benefits.

3D PRINT DESIGNER at Taller Anka

Mar 2020 – May 2021 | Bogotá, Colombia

- Created product designs for 3D printing, optimizing material use and cost (Cura).
- Managed brand identity and social media presence.

Education

GOOGLE PROJECT MANAGEMENT CERTIFICATE at Coursera

Jan 2026 | Online

Time management / scope / OKRs / SMART goals / Agile / Project Life Cycle / Success Criteria / Budget

MAKE DESIGN SYSTEMS PEOPLE WANT TO USE at Design System University

Aug 2025 | Online/Coursera

Design System, MVP, Component library, UI Kit, Style Guide

UX/UI DESIGN SPECIALIZATION at California Institute of the Arts / Coursera

Jan 2024 | Online/Coursera

Research and context analysis for digital solutions / Prototyping / Wireframing and testing process / Agile / Iteration

COURSE: UX BASED PRODUCT AND SERVICE DEVELOPMENT at National University of Colombia

Mar 2021 | Bogota, Colombia

UX Principles / Research and testing methodologies / Figma prototyping

BACHELOR'S DEGREE IN INDUSTRIAL DESIGN at National University of Colombia

May 2020 | Bogota, Colombia

Principles of ergonomics / Material and production processes and aesthetic principles / Design methodologies / History and design trends / Cocreation / User centred design / Service design / Research and project documentation.

Volunteering & Leadership

GRAPHIC DESIGNER (Part Time) at Ana Valentina Foundation

May 2020 – May 2021 | Bogota, Colombia

- Assisted with the creation of social media posts to increase the foundation's audience of potential volunteers and donors.
- Created carousels, videos, and social media content during COVID to promote food donations to low-income families in the city.
- Designed stationery elements such as leaflets, banners, and t-shirts.
- Supporting and helping the learning/recreational activities with all the foundation community.

Skills

DIGITAL SKILLS: Prototyping (Figma, Wireframes), 3D Modeling (SolidWorks, Rhino, Blender, Keyshot), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Lightroom), Packaging Design (Artios CAD), HTML, CSS, JavaScript (basic knowledge), Photography & Video editing, Print layout, Microsoft Office (MS) Suite, WCAG, AODA

DESIGN SKILLS: UX Research & Design Thinking, Prototyping, User-Centric Design, Recursion, Service Design, Empathy, Accessibility standards, Attentive to detail, Web design, Navigation Design, Usability Testing

Languages

English (Advanced), Spanish (Native), French (Basic)