

Juan David Ávila Tamayo

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Professional Profile

Interactive Media Design student at ICESI University, specializing in UI/UX design and front-end development. Competent in HTML, CSS, JavaScript, and React.js, with experience creating intuitive and visually appealing interfaces. Currently expanding my knowledge in Astro and refining my skills in Figma, focusing on design systems and interactive prototypes. Passionate about transforming ideas into functional digital experiences, combining creativity and technology to enhance user interaction.

Education

Universidad Icesi

August 2026

Interactive Media Design

Relevant Courses: UI Design System

Work Experience

UXLab (Cali, Colombia)

UI designer

Apr 2025 - Present

- Design user interfaces by blending visual design (UI) with user-centered research and strategy (UX).
- Create digital experiences that are functional, clear, and efficient.
- Focus on usability and design thinking to enhance user satisfaction and product value.

Immersi (Cali, Colombia)

Community Manager

Sep 2022 - Present

- Manage social media for multiple clients, including hotels in various cities across Colombia.
- Develop content strategies to increase engagement and brand visibility.
- Design and edit visual content using Canva, Illustrator, and Photoshop to optimize each client's identity.
- Analyze metrics and trends to enhance the performance of digital campaigns.

INNLab (Cali, Colombia)

FrontEnd developer

Feb 2025 - Apr 2025

- Designed intuitive interfaces for an innovation measurement tool and a recommendation system powered by AI using Figma.
- Developed the platform's front-end with React.js, ensuring a smooth and efficient user experience.

Bancoldex (Cali, Colombia)

UX / UI designer

Sep 2024 - Dec 2024

- Conducted UX research for the redesign of Conecta Digital.
- Designed optimized and accessible interfaces in Figma, focusing on usability and visual identity.
- Project selected as one of the two winning proposals for implementation at Bancoldex.

TEApoyamos (Cali, Colombia)

Web developer

March 2023 - June 2023

- Designed and developed the "About Us" section of the foundation's website using WIX.
- Implemented an intuitive and accessible interface aligned with the organization's visual identity.
- Optimized navigation and content structure to enhance the user experience.

Skills & Interests

Technical Skills: Figma, Web Development (React, JavaScript, HTML, CSS), Canva, Illustrator, Photoshop.

Languages: English (B2).

Interests: Physical fitness, basketball, football, videogames.