



## Juan David Valencia Ampudia

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### EXPERIENCE

*Front-end Engineer, UI/UX Designer, Pacific Medical Solutions, Cali, Colombia*

Jan 2025 – Jan 2026

- Conducted user research and usability analysis for *Pacific Medical Suite*, identifying key pain points in the existing medical management system.
- Designed a high-fidelity, functional prototype in Figma based on validated user needs and UX best practices.
- Implemented front-end components from the approved prototype using modern web technologies, ensuring visual consistency and usability.
- Collaborated closely with designers, developers, and stakeholders to align design decisions with technical feasibility and business goals.

*UI/UX Designer, Bancóldex, Bogotá, Colombia*

Aug 2024 – Nov 2024

- Participated in the design of a digital financial solution focused on improving customer experience and usability.
- Developed user-centered interfaces aligned with institutional branding and accessibility principles.
- Created interactive prototypes to communicate design decisions and validate flows with internal stakeholders.
- Contributed to iterative design improvements based on feedback from multidisciplinary teams

*Front-end Engineer, UI/UX Designer, TEApoyamos, Cali, Colombia*

Mar 2024 – Jun 2024

- Developed the landing page and “Contact Us” section of the platform using HTML, CSS, and JavaScript.
- Collaborated on UI/UX design decisions to improve site navigation and visual clarity.
- Implemented accessibility and usability enhancements to improve the overall user experience.
- Worked closely with the development team to ensure accurate implementation of design specifications.

### SKILLS

HTML, CSS, JavaScript, React, TypeScript, Figma, Notion, Git, GitHub, Blender, Rhino3D, Adobe Illustrator, Photoshop, Premiere Pro, After Effects, Canva, CapCut

### EDUCATION

**ICESI University**, Cali, Colombia

Aug 2021 – Jun 2026

Bachelor's in Interactive Media Design

**Aspaen Colegio Juanambú**, Cali, Colombia

Jan 2008 – Jun 2021

High School Diploma

### INTERESTS & LANGUAGES

3D modeling, web development, gym, drawing, video and image editing | Spanish (Native), English (B2)

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