Juan David Colorado Vargas

Senior Product Designer & Lead

Senior Product Designer with **10+ years** leading end-to-end design for B2B platforms, AI products, and data-intensive dashboards. I translate dense workflows into clear, actionable interfaces through user research, scalable design systems, and close collaboration with engineering teams (**5+ devs**). Key results: **~90% usability improvement** on an enterprise SAP/Fiori platform, **~30% faster** design-to-dev handoff, and **~80% task comprehension gain** via A/B testing. Currently leading AI product design with functional Product Ownership at CodeBranch.

`CORE:` Product Design · UX Strategy · UI Design · Design Systems · User Research · Figma · Prototyping · Wireframing · A/B Testing · WCAG · Agile/Scrum · SAP Fiori · AI/ML Products · Design Ops · Team Leadership · Cross-functional Collaboration · HTML/CSS · Atomic Design · Design Thinking · Journey Mapping

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✉ juancolorado87@gmail.com · ☎ +57 310 843 0417 · ◉ Medellín, Colombia ·

↗ linkedin.com/in/juan-david-colorado-vargas-470b20122 · ↗ behance.net/juancolorado

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◆ **P R O F E S S I O N A L E X P E R I E N C E**

Senior Lead UX/UI Designer

`CURRENT`

Functional Product Owner — user stories, delivery guidance, QA oversight

CodeBranch · Remote (USA/LatAm) · Jun 2025 – Present

▶ Led UX strategy for Nvidia's Supply Chain AI platform, redesigning a flat interface into a structured SAP Fiori dashboard that improved usability by ~90%, enabling faster decision-making across supply-chain teams.

▶ Designed the foundational product experience for YMA (Smartel AI ecosystem), establishing design patterns and a component library that 2 junior designers scaled across the full product suite — including real-time feedback loops and mobile-first UI informed by computer-vision metrics.

▶ Bridge design and engineering through structured user stories, QA oversight, and design system governance — collaborating with 5+ engineers including AI/ML specialists to ensure consistent Atomic Design implementation.

Senior Lead UX/UI Designer

Solving AI · Remote · Jun 2024 – Jun 2025

▶ Built a validation culture using Maze A/B tests with user cohorts, improving task comprehension by ~80% and aligning roadmap decisions with real user behavior to reduce churn.

▶ Designed and maintained a scalable Figma design system (Variables + Auto Layout), reducing design-to-dev handoff time by ~30% across the product team.

▶ Simplified multi-step AI interactions into accessible journeys aligned with WCAG standards, serving both technical and non-technical users.

Freelance UX/UI Web Designer

Independent · Remote · May 2024 – Jul 2024

▶ Delivered end-to-end UX/UI projects for cross-industry clients, managing discovery through high-fidelity handoff under tight timelines between full-time roles.

UX/UI Senior Designer

Ideaware · Remote · Sep 2023 – May 2024

► Led journey mapping and UX definition for Bucket, translating business goals into task-focused interfaces aligned with product strategy.

► Delivered high-fidelity interactive prototypes to validate early AI concepts and accelerate stakeholder alignment before engineering investment.

UI/UX Senior Designer & Team Leader

Adaptive Tech Solutions Colombia · Remote · Dec 2022 – Jun 2023

► Led a design team of 3 across 3 simultaneous B2B accounts (ToughBuilt, InvolveHub), strengthening designer-developer collaboration workflows.

► Mentored the team on mobile-first and responsive best practices, ensuring consistent cross-device experiences and raising quality standards.

SproutLoud Media Networks

On-site / Hybrid · Medellín · Dec 2015 – Nov 2022 · 7 years

Web Developer

Dec 2019 – Nov 2022 · 3 years

► Produced 20+ customizable web templates for the US market (DISH, Nvidia, Milwaukee Tools, Andersen Windows), owning the full lifecycle from UI design to HTML/CSS/JS implementation.

► Ensured cross-browser compatibility and responsive performance, serving major national brands through SproutLoud's distributed marketing platform.

Production Team Lead

Jul 2017 – Dec 2019 · 2 years 6 months

► Promoted based on consistent delivery, ownership, and leadership. Managed the production design team and digital prepress workflows.

► Oversaw email marketing and print campaigns (~50% print), ensuring quality across digital and physical channels.

Production Designer

Dec 2015 – Aug 2017 · 1 year 9 months

► Executed visual production for customizable marketing assets, building foundational platform knowledge that informed later leadership and development roles.
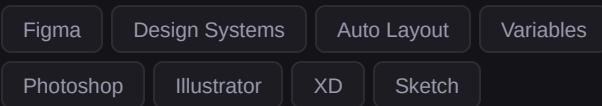
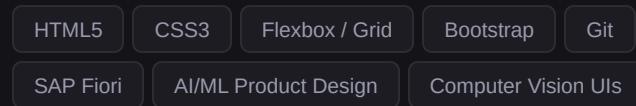## Graphic Designer

Creactiva · Medellín · Aug 2014 – Dec 2015

► Created and adapted visual advertising campaigns for IMUSA, Corbeta, Levis, and Cryogas, delivering production-ready assets across print and digital.
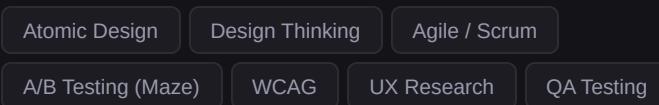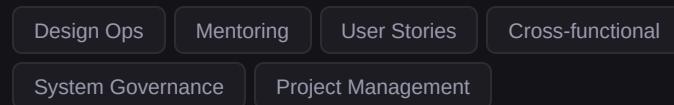
◇ SKILLS & TOOLS

DESIGN & PROTOTYPING

Figma   Design Systems   Auto Layout   Variables

Photoshop   Illustrator   XD   Sketch

TECHNICAL & AI STACK

HTML5   CSS3   Flexbox / Grid   Bootstrap   Git

SAP Fiori   AI/ML Product Design   Computer Vision UIs

METHODOLOGIES

Atomic Design   Design Thinking   Agile / Scrum

A/B Testing (Maze)   WCAG   UX Research   QA Testing

LEADERSHIP

Design Ops   Mentoring   User Stories   Cross-functional

System Governance   Project Management

◈ LANGUAGES

Spanish
Native

English
C1 Advanced · EF SET 66/100

French
Elementary

Italian
Elementary

◈ CERTIFICATIONS

E EF SET English Certificate — C1 Advanced
EF Education First · Score 66/100

N Nvidia Corporate Training Program
Nvidia · Sep 2025

P Product Design School
Platzi · Nov 2025

P UX/UI Designer Program
Platzi · Nov 2025

P UX Design (User Experience)
Platzi · May 2025

P User-Centered Design
Platzi + Torresburriel · May 2025

P UX/UI Interface Design Fundamentals
Platzi + Torresburriel · May 2025

P Design Systems Fundamentals
Platzi · May 2025

P App Design Fundamentals
Platzi · Apr 2025

P Definitive HTML & CSS
Platzi · Apr 2025 · 23h

P Algorithms & Logical Thinking
Platzi · Apr 2025

P Practical HTML & CSS
Platzi · May 2022 · 16h

◉ SELECTED CLIENTS

Nvidia   DISH   Milwaukee Tools   Andersen Windows   ToughBuilt   Benjamin Moore   IMUSA   Levis   Corbeta

Cryogas   New Holland   Generac   Berkley One

◎ EDUCATION

Visual Designer — Emphasis on Interactive Systems
Fundación Universitaria Bellas Artes
2007 – 2011