Contact

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Cra 40 A # 40 F Sur 81.
Envigado, Antioquis

Education

2016 - 2022
Industrial Designer
Universidad Industrial de Santander

2015
Bachellor Degree
Colegio Campestre Goyavier

Expertise

- Stakeholder Communication
- User Stories & Use Cases
- Company Roadmap Definition
- User Requirement Analysis
- UI/UX Design
- User Flow Mapping

Language

English Advance

Spanish Native

Juan Riaño
Product Manager- Product Designer

Passionate about how product and services can improve people lives.

Experience

Apr 2023 - Sep 2024
Croper.com l Hybrid Medellín, Colombia.
Product Owner

- Spearheaded strategic initiatives at Colombia's largest agro marketplace, including:
  - Implementation of shipping and loan services for farmers.
  - Integration of sustainability assessments using map layers.
  - Enhancement of existing features.
  - Establishment of analytical infrastructure tailored to user needs.
- Doubled the conversion rate from quotation finalization, increasing from 7% to 14.2% through platform enhancements, resulting in substantial user engagement and business growth.
- Proficient in rapid design and prototyping methodologies, facilitating swift validation of concepts with stakeholders.
- Collaborated closely with stakeholders and users to formulate a strategic roadmap and prioritize initiatives based on comprehensive cost-benefit analysis.
- Cultivated strategic partnerships with external entities to strengthen transportation capabilities and access satellite imagery resources, fostering innovation and operational efficiency.
- Utilized analytics tools such as Clarity, Google Analytics, Power BI to identify pain points and guide development prioritization, ensuring alignment with user needs and business objectives.

Nov 2022 - Apr 2023
Nomadas Cargo l Hybrid Montería, Colombia.
UX/UI Lead

- Led the comprehensive design and development of applications, dashboards, and web pages tailored specifically for the heavy truck transport sector.
- Conducted thorough research, design, and prototype testing Utilized iterative prototyping methods to refine designs based on user feedback and industry insights.

Sep 2021 - Nov 2022
RankCv l Remote
Jr UX/UI Designer

- Designed and prototyped a user-friendly web page aimed at students with no prior job experience, facilitating their entry into the workforce.

Reference

Msc. Jhonny Leyva
CEO, Rank Cv

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Msc. Jhon Faber
Proffesor, Universidad Industrial de Santander

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