Contact

Phone
+57 312 436 6376

Email
juand.design@gmail.com

Portfolio
https://juanda-portfolio.pages.dev/en/

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

Senior UX / UI - Product Owner

Passionate about how product and services can improve people lives.

Experience

Sep 2024 - Now

Incubapp Venture Capital l Remote Bogotá, Colombia.
UX / UI Senior

- Lead key initiatives for an MVP for a startup competing in the online ticketing market.

Apr 2023 - Sep 2024

Croper.com l Hybrid Medellín, Colombia.
Product Owner - UX / UI Lead

- Doubled the conversion rate from quotation finalization, increasing from 7% to 14.2%
- Integrated WhatsApp APIs to streamline registration, boosting sign-ups by 500 new users per month.
- Collaborated closely with stakeholders and users to formulate a strategic roadmap and prioritize initiatives based on comprehensive cost-benefit analysis.
- Led the development of two key products:
  - Loan for Farmers, generating 5,000 loan requests in one year.
  - Sustainability Tracker, securing a major partnership with Colombia's largest big-box retailer.
- 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

- Developed an MVP for a heavy cargo transportation service, which includes a landing page, a driver app, a client app for companies requesting transport, and an administrative module.
- Conducted thorough research, design, and prototype testing Utilized iterative prototyping methods to refine designs based on user feedback and industry insights.

Apr 2020 - Nov 2022

RankCv l Remote
UX/UI Designer

- Designed and prototyped a user-friendly webpage tailored for students with no prior job experience, helping them transition into the workforce.
- Key tasks included benchmarking, wireframing, prototyping, and user testing with Maze.
- The final design was successfully deployed to production, receiving positive feedback and strong reviews.

Reference

Msc. Jhonny Leyva
CEO, Incubapp Venture Capital

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Msc. Jhon Faber
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