



# Juan Manuel Franco

Portfolio: [juanmanuelfranco.github.io](https://juanmanuelfranco.github.io)

[juanmanuel.franco@gmail.com](mailto:juanmanuel.franco@gmail.com)

+57 313 6860161

Bogotá, Colombia (Willing to relocate)

[linkedin.com/in/juan-manuel-franco/](https://linkedin.com/in/juan-manuel-franco/)

## Work Experience

### WiM Games / UX Designer & Producer (Scrum)

AUGUST 2019 - JANUARY 2020, BOGOTÁ

I worked in 3 projects (Voracity, Startapp & Ecopetrol VR Solution)

#### Tasks (all products):

- In charge of Sprint planning, Daily Standups, Sprint reviews and Retrospective at the end
- Responsible for the production and team using Scrum
- Lead UX design: User Flows, Personas, Usability tests, etc
- Unity Developer producing technical Art and integrating UX, animations & sound

#### Achievements:

- Improved my Scrum Master abilities and managing teams
- Finished a high Quality PC Game Demo (Voracity)
- Enriched my experience approaching UX in VR products
- Learned about Mobile Games optimization & development

### BattleBrew Productions / Game Production Intern

APRIL 2019 - JUNE 2019, SINGAPORE

#### Tasks:

- Performed Game market analysis of SEA (App Annie, Google)
- Designed and ran test plans for [Battlesky TapTap](#) (In stores)
- Assisted producer in daily tasks, meetings & team management
- Pitched and developed prototypes in Unity for future games

#### Achievements:

- Learned about game production and design from experienced professionals.
- Understood more about the roles needed in an interactive entertainment company.
- Developed abilities in Agile methodologies (Scrum)
- Learned how to design test plans and market analysis

### CityDog & Proteq apps / Entrepreneur

AUGUST 2017 - AUGUST 2018, BOGOTÁ

Created two apps services which were meant to solve some of Bogotá's citizen problems (Dog care & parking).

### Manchola Agencia / UX/UI Apprenticeship

APR 2016 - AUG 2016 & APR 2017 - DEC 2017, CALI

## Education

### Interactive Media Design Bachelor / Tadeo University

JANUARY 2015 - DECEMBER 2018, BOGOTÁ

### Civil Engineer Bachelor / Javeriana University

JANUARY 2011 - DECEMBER 2014, CALI

## Skills & Software

#### Languages:

English (C1) • French (A2) • Spanish (Native)

#### Design:

- |                   |                   |
|-------------------|-------------------|
| • User interfaces | • Adobe XD, Figma |
| • Storyboards     | • Photoshop       |
| • Wireframes      | • Illustrator     |
| • User flows      | • Gamification    |

#### Development & Prototyping:

- |                   |                  |
|-------------------|------------------|
| • Unreal Engine   | • Unity 3D       |
| • Invision        | • C# programming |
| • Arduino         | • 3D max         |
| • Python          | • Substance      |
| • HTML / CSS / JS | • Painter        |

#### Research:

- |                           |                        |
|---------------------------|------------------------|
| • Data analysis           | • Persona              |
| • Usability tests         | • User surveys         |
| • Interviews face-to-face | • Heuristic evaluation |