



Juan Pablo Díaz

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I'm a designer with experience in design thinking, lean startup, agile methodologies, and creativity. I co-created a game studio and created mobile games. I worked at Bancolombia's Innovation Center where I applied human centered methodologies. And now I'm senior visual designer at Nequi. For more info please visit my website at www.juanpdiaz.com

Education

Universidad Pontificia Bolivariana

Título: Bachelors degree
Carrera: Graphic design
07/2009 - 05/2014
Medellín - Antioquia - Colombia

St. Petersburg College

Título: Associate of Science (A.S.)
Carrera: Print Design
08/2004 - 05/2007
Clearwater - Florida - United States

Countryside High School

Título: High School Diploma
08/2000 - 05/2004
Clearwater - Florida - United States

Languages

Spanish - Native
English

Tools and Methodologies

 Service Design

 Design Thinking

 Agile

 Adobe Suite

 Figma

Work Experience

Nequi

Position: Senior visual designer

Dates: 05/2020 - Present

Most relevant achievements:

- Creation of the first design system.
- Creation of icon system.
- Participation in the improvements of experience and of interfaces in the redesign of the App.

Skills:

- Use of human centered methodologies/tools
- UI / UX design to prototype and validate solutions with users
- Interfaces and micro interactions design enjoyable and easy to use experiences.
- Team work with the technology team to co-create and handoff great user experiences.

Bancolombia

Position: Innovation Designer

Dates: 11/2015 - 05/2020

Most relevant achievements:

- Creation and first development of different inside projects using innovation methodologies.
- Research and framing of different solutions using design thinking, lean startup and other tools.

Skills:

- Use of customer-centric methodologies
- Application of Design Thinking and Service Design
- Definition of profiles and user
- Application of methodologies such as lean startup to experiment quickly
- UI / UX design to prototype and validate with customers or target audience
- Innovation projects with different areas of Bancolombia such as: Insurance, SMEs and others.