

# Sebastián Hincapie

Hi, I help brands create amazing digital experiences to connect with their users. I recently helped amazing brands like **Discovery, Walmart, Avianca and Verizon.**

## Experience

**Zemoga / Senior UX - UI Designer**  
Jan 2020 - Present / **zemoga.com**

Product Designer working through the intersection of business, design, technology, and the user. Bringing consumer and enterprise desktop and mobile applications to life and building human-centered experiences across complex ecosystems.

UX, IxD, UI, VQA.

**MDS Digital / Senior UX - UI Designer**  
Jan 2018 - Jan 2020 / **mdsdigital.com**

UX / UI, Illustration, Social Media and Motion graphics.  
Development of Key Visuals, conceptualization of campaigns, Product Design, Human Centered Design, User Interface, Interaction Design, Information Architecture, Site Maps, User Experience Research, and Usability Testing. Turn motion graphics illustration Digital and Social Media.

**Ministerio de Tecnología / UX - UI Designer / Art direction**  
Jun 2015 - Jun 2016 / **mintic.gov.co**

Conceptualization and execution of digital pieces, infographics, illustrations, interactive content and product design. Being in charge of the creative direction of the content of small and medium-sized companies projects (Pymes) through the Mintic and the initiative vive digital para la gente “ Live digital for the people”.

**The Line Group / Visual Designer**  
Jan 2014 - Dec 2014 / **thelinegroup.net**

Develop and propose graphic and communication content for different companies in the market. UX / UI, Infographics, motion, social media, digital illustration.

## Profesional references

**Nora Arias**

Business development executive  
Alliance Innpulsa Colombia - Mintic  
312 442 23 82

**Ana María Villareal**

Project manager  
Ceiba software  
312 442 23 82

**Alex Martinez**

Lead designer UX/UI  
Zemoga  
312 442 23 82

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## Education

**Pontificia Universidad Javeriana**  
Master of Visual Arts  
2007 - 2012



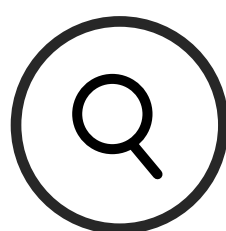
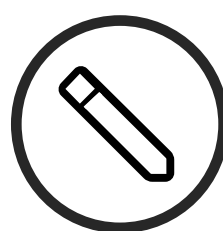
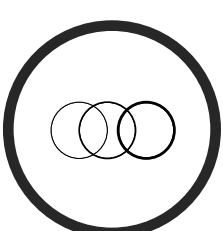
**Google**  
UX - UI Specialist  
2020 -2021

**Universidad de Buenos Aires**  
Strategic Design Management Specialist  
2013 -2014

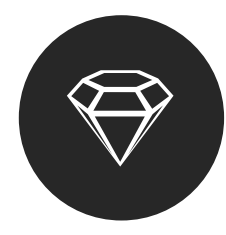
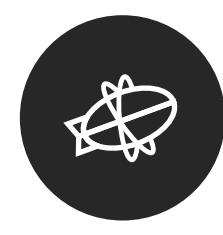

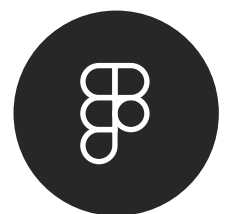


**IDEOU**  
From Ideas to Action  
2020-2021

**EF Education First - Manchester, England**  
High proficiency in English  
2006 - 2007

## Skills

-  User Experience
-  User Interface
-  User testing
-  Research
-  Illustration
-  Motion

## Software

-  Sketch
-  Zeplin
-  Invision
-  Figma
-  Protopie
-  After