

# Juan P. Ayala

## Product Designer

I am a native smiler who loves creating meaningful design experiences and have cooperated with fantastic and talented people in both Irish and Venezuelan companies for the past 10 years.

Proficient in visual and UX/UI design, design thinking model, data analysis, coding, reporting, English, Spanish and Portuguese.

## Skills

Figma, Sketch, Adobe Suite, Balsamiq, Zeplin, HTML5, CSS3, Javascript, Bootstrap, MS Office, Heap and R Programming.

## Contact

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## Education

**2016 - 2018**  
**BA in graphic design**  
Dublin Institute of Design  
Dublin, Ireland

**2008 - 2012**  
**BS in Business Administration and Graphic Design**  
Nueva Esparta University  
Caracas, Venezuela

## Certifications

- 2021-2023**
- R Coding for Data Science
  - Intro to Web Accessibility
  - Heap Foundations
  - Speculative Design
  - NNgroup: Influencing

## Work experience

### Senior Product Designer

**Hertz, Ireland**

**Aug 2023 - Current**

- Evaluate projects for better performance and usage of UX/UI standards.
- Process qualitative and quantitative data to refine flows, blueprint and user experience.
- Collaborate with multifunctional teams to produce responsive and multi-device designs.

### Senior Product Designer

**Goatpath by Software ONE, Ireland**

**Oct 2020 - Aug 2023**

- Gathered user insights and data analytics to validate and inform design decisions.
- Created and share reports with stakeholders to enhance the platform's ease of use.
- Audited UX/UI and accessibility issues to create a better and more inclusive product.
- Conducted interviews and usability tests to optimize user goals and pain points.
- Lead LATAM UX/UI product solutions to support the roadmap's quality.
- Built HTML and Sketch prototypes for usability testing.
- Mentored a junior UX designer from our design team.

### UX/UI Designer

**ALTV Media, Ireland**

**Dec 2017 - Feb 2020**

- Designed websites and apps using design thinking principles and improving their usability.
- Coded the National Broadband Ireland webapp and designed the Dugout Fire tv app.
- Conducted market research, personas creation, user journeys. and based-role designs.

### UX/UI Designer

**Meebler, Ireland**

**Sep 2016 - Jul 2017**

- Designed and coded a website and app prototype for the Dublin Tech Summit 2017
- Expanded the company's branding and identity by creating strong visual elements.
- Carried out QA testing of the prototype app ensuring an intuitive and easy use.
- Contributed to developing user personas and journeys in team workshops.

### UI Designer

**Marketplace Connectors (Internship), Ireland**

**May 2016 - Sep 2016**

- Designed responsive, multi-device and intuitive designs for the Connect.IO platform.
- Created marketing collateral, infographics and videos to develop the business initiatives.
- Led and created photographic material for social media and the company's website.

### Career break

**Freelancing, travelling, learning new languages.**

**Sep 2013 - Apr 2016**

### UI Developer

**Servicios Netosfera, Venezuela**

**May 2013 - Aug 2013**

- Designed, coded and maintained customer's corporate websites and marketing material.
- Advised clients on the development of their company's branding.

### Graphic Designer

**Super Eventos, Venezuela**

**Sep 2011 - Aug 2012**

- Created slides, POP material and interactive apps for Samsung, CocaCola and others clients.