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SKILLS

- User-centered design
- Design systems
- End to end ownership
- Stakeholders management
- Wireframing
- Prototyping
- User research
- Visual design
- Journey maps
- OKRs oriented
- Figma
- Adobe Creative Cloud

EXPERIENCE

Confluent | Product designer

Mountain View, CA / London, United Kingdom
(May 2018 – Present)

- Work closely with the engineering, product management, and leadership teams to bring ideas from concept to market launch.
- Develop innovative solutions and processes for designing user interfaces and visuals that meet user needs, make Apache Kafka® easier to use, and effectively convey the company's narrative.
- Conduct research to identify and comprehend the needs and preferences of our target audience.
- Create functional prototypes that can be tested with users and iterated upon.
- Communicate design choices and concepts to a diverse audience, including technical engineers, fellow designers, and product users, in a clear and effective manner.
- Offer and incorporate feedback from colleagues and users to continuously improve and refine designs.

Instinctif Partners | Graphic designer

San Francisco, CA
(July 2017 – April 2018)

Prophet | Graphic design intern

San Francisco, CA
(July 2016 – August 2016)

Indicate Design Groupe | Graphic designer

San Francisco, CA
(May 2015 – December 2015)

Claro Colombia | Graphic designer

Bogotá, Colombia
(August 2012 – August 2013)

EDUCATION

Masters in Fine Arts in Graphic Design

Academy of Art of University | San Francisco, CA
(2014 – 2017)

Bachelor Degree in Graphic Design

Universidad de Bogotá Jorge Tadeo Lozano
(2009 – 2012)

LANGUAGES

English, Spanish

ACHIEVEMENTS

Award for Design Excellence 2017

— Academy of Art University

New Talent Annual 2018 | Award: Gold

— Graphis Competitions

American Graphic Design Award 2018

— GD USA

The Dieline

— Work Featured

AIGA Eye for Design

— Work Featured

Creative Quarterly Issue 48

— Student Winner

Creative Quarterly Issue 47

— Student Winner

Packaging of the World

— Work Featured

World Packaging Design

— Work Featured