

I'm a Product Designer with *7 years* in *SaaS and e-commerce*. My foundation in *visual design* and *branding* shaped my passion for digital products, especially *native apps* and *design systems*. I'm currently deepening my knowledge of *psychology* and *motion*.

Contact

Portfolio site:
[juancorredor.com](#)

E-mail me:
juan.m.corredor.b@gmail.com

Give me a call:
(+44) (0) 7587 815 822

LinkedIn:
[/in/juancorredor](#)

Behance:
[/juan_corredor](#)

Instagram:
[/juan_m_corredor](#)

Dribbble:
[/juan_m_corredor](#)

Skills

- 0-1 Product Design
- End-to-end User Journeys
- Design Systems
- Native Apps
- Product Psychology
- User Research
- Wireframing
- Prototyping
- Visual Design
- Journey Maps
- Figma
- Adobe Creative Cloud

Hobbies

- Digital Illustrations (*Instagram*)
- Boxing
- Volunteering
- Learning Motion Graphics

Experience

Not On The High Street | Product Designer
2023 – 2025
London, United Kingdom

E-commerce | B2C

- Collaborated closely with engineering, product management, and leadership teams to guide ideas from concept to market launch by clearly communicating design choices and concepts.
- Transitioned the design system from Sketch to Figma, aligning with technological trends, managing and scaling the design system, and ensuring adoption among relevant stakeholders.
- Conducted user research and usability testing, identifying needs, pain points, and opportunities to improve the customer experience for both customers and partners.
- Developed and iterated on wireframes, mockups, and interactive prototypes, and created intuitive and engaging user interfaces for web and mobile platforms.
- Implemented and advocated for accessible design principles, to ensure that products are usable by as wide an audience as possible.
- Collaborated with the marketing team, and developed cohesive design strategies that align with brand identity and enhance customer engagement.
- Lead design thinking workshops and brainstorming sessions, fostering a culture of innovation and inclusivity within the design and product teams.
- Stayed abreast of design trends and technology advancements, continuously seeking out new tools, techniques, and practices to improve workflow and outcomes.
- Analyzed performance metrics and user feedback leveraging data to inform design decisions and prioritize feature development.

Confluent (SaaS) | Product Designer
2018 – 2023

Mountain View, CA, United States & London, United Kingdom

SaaS | B2B

- Work closely with the engineering, product management, and leadership teams to bring ideas from concept to market launch.
- Develop 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.
- Partner with the marketing team to enhance the visibility of the company brand and platform.
- Develop and sustain the brand style guide and visual assets to ensure consistency in branding.
- Communicate design choices and concepts to a diverse audience, including technical engineers, fellow designers, and product users, in a clear and effective manner.



Contact

Portfolio site:
juancorredor.com

E-mail me:
juan.m.corredor.b@gmail.com

Give me a call:
(+44) (0) 7587 815 822

LinkedIn:
[/in/juancorredor](#)

Behance:
[/juan_corredor](#)

Instagram:
[/juan_m_corredor](#)

Dribbble:
[/juan_m_corredor](#)

Graphic Design Experience

Instinctif Partners | Graphic Designer
2017 – 2018
San Francisco, CA, United States

Prophet | Graphic Design Inter
2016
San Francisco, CA, United States

Instinctif Partners | Graphic Designer
2015
San Francisco, CA, United States

Claro Colombia | Graphic Designer
2012 – 2013
Bogotá, Colombia

Espumas de la Sabana | Graphic Designer
2010 – 2012
Bogotá, Colombia

Honors & Awards

2019 Package Design Awards
Issued by GD USA · Feb 2019

2018 American Graphic Design Awards
Issued by GD USA · Oct 2018

New Talent 2018 | Award: Gold
Issued by Graphis Competitions · Jan 2018

Academy of Art Award for Design Excellence
Issued by The Academy of Art · May 2017

Creative Quarterly Issue 47 - 48 Winner
Issued by Creative Quarterly · May 2017

Work Featured on AIGA Eye on Design
Issued by AIGA Eye on Design · Apr 2017

Work Featured on The Dieline
Issued by The Dieline · Apr 2017

Work Featured on Packaging of the World
Issued by Packaging of the World · Mar 2017

Work Featured on World Packaging Design
Issued by World Packaging Design · Mar 2017

Creative Quarterly Issue 45 Student Winner
Issued by Creative Quarterly · Aug 2016

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)

Certifications

Product Psychology
Growth · Loading...

Figma to Lottie Course
LottieFiles · Issued April 2025

FinTech Product Design
ELVTR · Issued May 2024

AI in UX/UI Design
Uxcel · Issued Dec 2023

Mobile Design
Uxcel · Issued Oct 2023

UX Writing
Uxcel · Issued Oct 2023

Design Accessibility
Uxcel · Issued Oct 2023