

# LUIS NUÑEZ

Product Designer & UX Consultant

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## SUMMARY

Bilingual Senior Digital Product Designer with over 7 years of experience specializing in user-centered design, creating functional prototypes, and delivering exceptional user experiences across web and mobile platforms. Proven expertise in Adobe Illustrator, Photoshop, Figma, and other design tools. Skilled in planning research studies, illustrating design ideas, creating MVPs, and optimizing user experiences through A/B testing and data analysis. Strong ability to collaborate with cross-functional teams and clients to identify product needs and deliver innovative solutions.

## EXPERIENCE

### UX Consultant

Amaris Consulting | Bogotá, Colombia  
Aug 2021 — Present

- Directed UX design projects using agile methodologies, ensuring alignment with business objectives and user needs.
- Conducted discovery phases, Design Thinking workshops, and created detailed roadmaps and iterative wireframes.
- Developed functional prototypes to ensure a seamless and rewarding user experience.
- Collaborated with product teams to deliver user-centered designs and optimize user journeys.
- Analyzed user feedback and data to improve product usability and accessibility continuously.

### UX/UI Designer

Geor | Lima, Perú (Remote)  
Oct 2020 — Aug 2021

- Led the design of graphic interfaces and user experiences for multiple projects.
- Managed the internal marketing department, coordinating advertising campaigns and strategies.
- Created customer journey maps and designed MVPs to validate product concepts.
- Conducted A/B tests to optimize user experiences and improve conversion rates.
- Collaborated with cross-functional teams to ensure designs were aligned with business goals.

### Web Designer & Developer

Yoonta | Bogotá, Colombia (Remote)  
Sep 2018 — Oct 2020

- Designed and developed digital projects, including e-commerce platforms, real estate websites, and e-learning platforms.
- Worked closely with clients to gather requirements and provide ongoing support.
- Utilized WordPress, HTML, and CSS to create responsive

- designs optimized for multiple devices and browsers.
- Ensured accessibility and usability across all web platforms.

### **Brand Manager**

Marketing 4acs | Anzoátegui, Venezuela

Dec 2019 — Apr 2020

- Led a team of designers to create graphic identities and social media strategies for new brands.
- Conducted client meetings to gather requirements and provided creative direction for multimedia content.
- Ensured brand consistency across all marketing materials and digital platforms.

### **Web Designer & Developer**

Remote PC Solutions | Anzoátegui, Venezuela

Dec 2017 — Aug 2019

- Designed UI for web and mobile applications, ensuring a seamless user experience.
- Developed websites using WordPress, focusing on usability and accessibility.
- Collaborated with clients to deliver custom solutions tailored to their needs.

## **SKILLS**

- Design Tools: Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, InVision, UXPin
- Prototyping & Testing: MVP creation, A/B testing, user journey mapping, usability testing
- Web Development: HTML, CSS, JavaScript, WordPress
- Project Management: Agile methodologies, Scrum, Jira, ClickUp, Notion
- Soft Skills: Leadership, problem-solving, emotional intelligence, customer success-oriented

## **KEY ACHIEVEMENTS**

- Successfully led UX design projects from concept to delivery, ensuring user satisfaction and business success.
- Designed and launched multiple MVPs, improving user engagement and conversion rates.
- Conducted A/B tests that significantly improved user experience and product performance.
- Collaborated with cross-functional teams to deliver innovative solutions that met client and user needs.