



Luis Felipe Rosas

UX/UI Designer

Info

Address

Bogotá

Phone

3012113634

Email

piperosas91@gmail.com

Social Profiles

[Medium](#)

[Linkedin](#)

[Instagram](#)

Skills

UX ●●●●●

UI ●●●●●

Research ●●●●●

Product ●●●●●

Front-End ●●●●●

Languages

English ●●●●●

French ●●●●●

Spanish ●●●●●

Profile

UX/UI Designer based in Bogotá, Colombia. I have more than 5 years of experience working in graphic design and advertising. I have worked with big brands like: Subway, Miller, Avianca and in a lot of industries like education, travel and retail. I have focused on the digital ecosystem, keeping the design focused on marketing results and communications as IMC (Integrated Marketing Communication).

After working for a long time in different kinds of traditional and digital agencies, I started working with UX/UI design. Now I'm working developing digital products based in artificial intelligence and machine learning. I'm familiar with basic coding in HTML and CSS. Also in UX research, and with development methodologies as: Lean, Agile and Scrum.

Employment History

Product Designer, Datagran

Apr 2018 - Present 📍 Bogotá

Creating usable products and experiences, starting by defining real people's problems and thinking about possible solutions. Working with development with Lean Startup Methodology, designing with human-centered approach.

- UX/UI Solutions for requirements of the different business areas.
- User research and product design based on this.
- Creation and optimization of new and existing products based in business goals.
- Wireframing.
- Prototyping.
- Experience Design.
- Design sprint methodology.

UX/UI Designer, Datagran

Apr 2018 - Jul 2018 📍 Bogotá

I work with the SaaS team to bring UI/UX solutions based on the user behavior and needs. Doing also quick marketing actions to accomplish business goals.

- Wireframing.
- Prototyping.
- Email Marketing Flows.
- Landing Pages Design.
- Data-based Campaigns.

Digital Graphic Designer, Ilumno

Apr 2017 - 2018  Bogotá D.C. Area, Colombia

Art director in charge of concept and graphics for different universities in LATAM, specially Mexico and Chile using IMC Integrated Marketing Communications.

Digital Graphic Designer, Sistole

2016  Bogotá

Digital creative assets for accounts like Procolombia, Colombia-Travel, Cromantic, Avianca

Art Director, Grancomunicaciones

2015  Bogotá

Art director for integrated campaigns with accounts like Subway, Clínica del Country, Alcaldía de Cartagena

Education

Brother Escuela de Creativos

2016  Barcelona

Summer course about creativity and art direction

Universidad Jorge Tadeo Lozano, Diseñador Gráfico

2015 - Sep 2018  Bogotá