

Diego Valencia

5+ years of experience creating strategies, designing experiences and interfaces for apps, software and digital products for startups and established companies.

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EDUCATION

Universidad Autónoma del Caribe, Barranquilla, Colombia – *Bachelor's Degree in Graphic Design*

JANUARY 2010 - NOVEMBER 2014

EXPERIENCE

Toptal, United States – UI/UX Designer

SEPTEMBER 2020 - PRESENT

Being part of an elite team of designers from all over the world at Toptal, a company that connects the top 3% of freelance talent all over the world, I:

- Collaborate with remote, cross-functional teams to guide, develop, and implement UX/UI deliverables.
- Provide end-to-end UX/UI product design for enterprise/consumer web and mobile applications.
- Combined user's and business' goals into digital products.
- Handled product ideation and execution, including user research, user flows, user-centered design and prototyping.

ZagaLabs, United States – Senior Experience Designer

JULY 2020 - PRESENT

- Performed UX audit, identifying usability issues that inhibit clarity, and one's ability to perform fundamental tasks for clients.
- Designed wireframes, high fidelity interfaces, and prototyped the end-to-end experience for digital products, including kitchen displays, front of the house, customer display products as well as dashboards and software.
- Contributed to user experience and user interface

SKILLS & TOOLS

App Design
Software Design
User-Centered Design
Prototype
User Flows
User Journey
Interface Design
Adobe XD
Figma

LANGUAGES

Spanish (native)
English (Full professional proficiency)

WORDS

"Diego has vast knowledge in managing customers and creating value on a fast pace with a short amount of direction and great results both in design and UX/UI. Great experience working with him!"

Daniel Martin, CEO at Equity Advisors

"It was a pleasure to work with Diego. My partner and I felt

design, prototyping and interaction design for several Digital products of the company.

DRUO, Colombia – Senior Designer

MAY 2018 - JUNE 2020

- Worked with stakeholders, including CEO and Product Owner to guide and polish the direction of the company and digital products of the company.
- Designed an app style guide, including colors and typography, reusable components, interactions and transitions between pages and components.
- Designed complete user flows for iOS mobile app for a payment app.
- Worked with CEO to polish pitch deck to acquire investment from US and local firms.
- Designed iPad POS app for sellers to receive in-person payments.
- Designed and launched an iOS and Android for an e-commerce app to allow business continue selling their services despite Covid-19.
- Adjusted, audited and designed some screens of the app for the international airport in Bogota for users to get details on their flights and manage their itineraries.
- Communicated with the engineering team to help them implement my designs pixel perfect.

Voceros, Colombia – Digital Designer

AUGUST 2014 - OCTOBER 2018

Created the overall look and feel of the magazine, kiosk and social media channels.

- Built an engaged community on social media of 20,000 people within 10 months.
- Was responsible for the design of the interface of the digital kiosk.
- Created a brand identity, including colors and typography, language and social media posts templates.
- Conducted research and user interviews to influence Voceros's business decisions with market data.

guided all the way through the project. Diego has a great ability for design thinking and for user friendly business."

Camila Luque, Co-Founder at MILA.

"Diego was able to successfully deliver the slick product we envisioned for so long in a little over a month. He can do the heavy lifting with little or no input."

Mohammed, CEO at Remitfix

"Diego totally nails the world of UX/UI. He is a strategic thinker with brilliant execution."

Manuel Gutiérrez, CTO at DRUO

"Limitless creative mind is the phrase that comes to mind when I think about Diego. I've had the pleasure of knowing Diego for 3 years, during which we built together great digital products."

Farid Delgado, Senior Software Engineer at Center for AI &

Sin Margen, Colombia – Co-Founder & Designer

AUGUST 2015 - FEBRUARY 2018

- Conducted meeting with small and medium-size business owners to deliver digital products that suited their needs.
- Designed the overall product strategy for digital products, including interface and marketing campaigns.
- Handed-off specs for the dev team so that they could implement my designs pixel-perfect.

Independent, Worldwide – Experience and Interface Designer

AUGUST 2015 - PRESENT

- Responsible for the design efforts including user experience, interface design, and product strategy for startups and established companies.
- Created iOS and Android apps for companies involved in several business models, including digital payments, remittances, e-commerce, B2C and B2B.
- Responsible for the product ideation and execution, including user research, user flows, user-centered design, prototyping and design specs for devs.

PROJECTS

QuoteFlow – USA

With the team of ZagaLabs, I designed a reverse bidding online platform for insurance brokers to streamline their policy renewal process, helping them reduce overhead costs, increase speed, and offer better prices to clients.

KDS for KitchenUnited.com – USA

With the team of ZagaLabs, I designed a new kitchen experience for businesses that want to profitably expand into the food delivery business.

RemitFix Web-App – Norway

Designed a platform in which people transfer money from Europe to African and Asian countries in a simple way. Works as a marketplace in which the remittent chooses the best agent to send money with.

Cognitive Computing at Thomson Reuters

"Admittedly I can say I have never worked with a designer who can deliver the quality of work I have seen Diego produce. This guy is one of a kind when it comes to his design mind."

Windsor Kitaka, Head of Technical Delivery at Distributed

"He is a patient, calm and flexible person who really listens to the client and he designed my wishes precisely."

Genesis Morales, CEO & Artist

"Diego and I have worked together in the past on some excellent UI projects. His background and knowledge make him a valuable member of our team."

Theo Denanyoh, Salesforce Businesses Analyst

TransferX– United Kingdom

Redesigned the user flow and interface of the iOS app. Helped shape and design the admin panel for the team to understand the performance of users and take decisions. Designed marketing and service emails.

Instant E-Commerce – Colombia

I partnered with DRUO to create a free tool for businesses to continue operating despite COVID-19. The app allows companies to publish their products and they get orders from their clients through an online shop created automatically.

El Dorado International Airport– Colombia

Adjusted, audited and designed some screens of the app for the international airport in Bogota for users to get details on their flights and manage their itineraries.

Equity Advisors– Colombia

Constructed the experience, user flows, wireframes for a complex financial app where businesses can understand their cash flow and take better decisions. Responsible for full visual design on desktop and mobile devices.

Sgoals– USA

Shaped the experience of the product. Constructed wireframes, user journeys and use cases for the product. Helped clarify strategy to launch product to market.