

Diego Valencia

I can help with the construction of strategy, experiences and interfaces for apps, websites and software.

Bogotá, Colombia
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EDUCATION

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

JANUARY 2010 - NOVEMBER 2014

EXPERIENCE

ZagaLabs, United States – *Experience Designer*

JULY 2020 - PRESENT

Focused on creating experiences and interfaces for digital products across multiple use cases (mobile, desktop, kitchen displays, etc) within multiple markets across the US.

Quantum Talent, Perú – *Product Designer*

JULY 2020 - PRESENT

Focused on helping the team create ways for recruiters to find perfect candidates for their openings and candidates to find the perfect company to work in.

DRUO, Colombia – *Senior Designer*

MAY 2018 - JUNE 2020

Focused on creating experiences that allowed companies to sell more products and services both online and in person. Helped create all marketing material, along with iOS app, iPad app and dashboard web-app.

Voceros, Colombia – *Founder & Designer*

AUGUST 2014 - OCTOBER 2018

Created a magazine that supports the hip-hop culture primarily in Colombia and Latin America. While I was working on this company, I designed the layout of the magazine, news website and online kiosk. Was able to build a community of 20,000+ people.

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 guided all the way

Sin Margen, Colombia – Co-Founder & Designer

AUGUST 2015 - FEBRUARY 2018

Sin Margen is a design team that I co-founded and we designed websites and marketing campaigns for local small and medium businesses.

Independent, Worldwide – Designer

AUGUST 2015 - PRESENT

I have experience in the construction of strategy, user flows and interfaces for apps, websites and software.

Portfolio www.diegova.com

Behind the scenes work:
www.instagram.com/eldiegovalencia

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.

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

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 & Cognitive Computing at

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.

Thomson Reuters

"Admittedly i can say I have never worked with a designer who can deliver the quality of work I have seen Diego produces. 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