

JUAN VALENZUELA

User Experience & User Interface Designer | User Research and Prototyping | Transforming User Journeys into Seamless

EXECUTIVE SUMMARY

User experience (3 years) and user interface design (over 6 years) focused on creating intuitive, user-centered interfaces. I excel at empathetically understanding user needs and translating them into seamless, problem-solving experiences. I am passionate about driving user engagement and achieving business goals through exceptional design.

EXPERTISE

- User Experience Design
- User Interface Design
- Logo Design
- Cross-Functional Collaboration
- Creative Problem Solving
- Video Editing (entry-level)

PROFESSIONAL EXPERIENCE

Constant Contact (Remote - Boston, MA)

Feb 2022 - Oct 2022

A company that, for more than 25 years, has connected its clients with the right tools for the job, such as an effective email marketing tool, newsletters, Facebook, events, CRM, e-commerce, list-building tools, integrations, and reporting.

User Experience and User Interface Designer (Contract)

Assigned to this client of Newtech S.R.L. to work alongside an extraordinary team of user experience designers to improve the experiences of their email marketing tool and events CRM platforms.

- I gained valuable experience in market research as an assistant product designer, learning to understand user behavior when designing components, which was critical to my development as a designer. Working alongside the product designer, I redesigned several components to update Constant Contact's design system and align it with its new graphic look, providing valuable lessons learned.
- As part of the UX design team, I contributed to a major platform revamp "Event", resulting in a more efficient process for event owners and users. I also participated in two user research team interviews, and we received positive feedback from clients while I honed my attention to detail and analytical skills.

Newtech S.R.L (Remote - Dominican Republic)

Oct 2021 - Oct 2022

It is the most reputable business process outsourcing (BPO) company in the Dominican Republic that provides customized solutions. It has around 1000+ employees focused on achieving the success of its clients.

User Experience and User Interface Designer (Contract)

- Through Newtech Global, I worked for its client Verizon for 3 months and Constant Contact.

Oviena Consulting (freelance presential - Dominican Republic)

Nov 2018 - Jun 2020

It was a foreign capital company that operated in the Dominican Republic, offering solutions in the fintech sector to local companies, small banks, and savings and loan cooperatives.

User Interface Designer (Temporary)

My goal was to provide solutions through accessible and functional designs, as well as create PowerPoint presentations to communicate to clients the fintech services the company offered.

- As an integral member of a team, I leveraged my design skills to create visually engaging and highly functional interfaces for web platforms, applications, and dashboards. I focused on meeting the rigorous delivery deadlines of the assigned projects.

RUBYCOM Digital Web Agency (Presential - Dominican Republic)

May 2016 - Nov 2017

It is a company created to provide the best technology and web practices to the Dominican business sector, creating unique and personalized solutions for each client.

User Interface Designer (Contract)

I had the opportunity to design and redesign websites to improve visual quality and achieve customer retention rates for companies that offered RUBYCOM services.

- Working collaboratively on challenging projects enabled me to grow professionally and hone my skills in creating visually appealing and highly functional designs. The positive feedback received from clients reflects our commitment to delivering high-quality work.

- By improving the visual quality of the websites, a customer retention rate of 40% was achieved for companies.

Dix Digital Agency (Presential - Dominican Republic)

Nov 2010 - May 2016

Based in Santo Domingo and dedicated to the design and development of multimedia products. They offer design and development services for websites, corporate CD-ROMs, interactive games, community management, SEO, and interactive brand experiences.

User Interface Designer (Contract)

I had the opportunity to create my first website design for a real estate company focused on the construction of apartment buildings called "Constructora Global." From there, I developed the skills to provide user interface design services to important clients in Santo Domingo.

- I started as a junior graphic designer and then became a UI designer. I learned everything I needed to know about UI design working with a team of designers and developers. My alma mater.

NOTABLE PROJECTS

Event Project Rewrite | Constant Contact (www.constantcontact.com/features/event-management)

- Objective: Redesign the platform's "detail page" to improve usability so that the owner/user has the ability and agility to easily create an event and landing page and promote the event on social media.

Responsibilities:

- FigJam for mid fidelity wireframe
- Whimsical for create mid-fidelity wireframe
- User Experience and User Interface Designer
- Prototyping
- Closed card sorting

Implemented Tools:

- Figma
- Whimsical
- Jira
- Slack

Project duration: While working in the company for 3 months and still in progress. (Currently completed: event management)

3Doors App | User Interface Designer

- Objective: This was an idea that came to me based on lived experiences and which I shared with two of my best friends, Francis Pujols and Edward Pérez—focused on the real estate market in the Dominican Republic and other countries. The idea of a mobile application was created to promote and facilitate the process of renting, buying and selling real estate.

Responsibilities:

- Thanks to my friends Francis Pujols and Edward Pérez, I learned the processes that must be followed in UX/UI design.
- For the first time, we worked together on surveys to choose the name of the app, user flow, user stories, low-fidelity wireframe, InVision prototype, and high-fidelity wireframe.
- I was responsible for designing the 3doors logo and refreshing the screen design of the app, using as a reference the initial design that my friend Francis Pujols had worked on.

EDUCATION

College | Universidad Autónoma de Santo Domingo "UASD" | Bachelor's Degree in Graphic Design.

Technical Courses

- UX Design & Interaction Design
- English C1
- Web Design
- Graphic Design
- Adobe Illustrator CS3
- Adobe Photoshop 7

Certifications

- UX Design & Interaction Design, Domestika – 2021
- English C1, European Academy - 2021
- Web Design, Teknowlogic and expression.com.do – 2012

- Adobe Illustrator CS3, VAR MIDIA, S.A. - 2007

HONORS AND AWARDS

Brothers Creative Direction School | Second Place, Design Competition, and Best Creative Duo of the Tenth Generation of Brother Santo Domingo, Feb 2016

TECHNICAL SKILLS

Software: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Slack, HTML/CSS (basic knowledge)

Online platforms: Excalidraw, Whimsical, Jira, Trello, Miro, Google forms, Zeplin, Invision, webaim.org "contrast checker", and toolness.github.io "accessible color palette builder"

UX: User Research: market research, user personas, user story, user flow, wireframing

UI: Visual Design, Mobile first (responsive adaptation), and Prototyping