

# Juan Camilo Echeverry Marmolejo

## UX/UI & Product Designer

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🌐 Portfolio: [camilocheverry.com](http://camilocheverry.com)

### PROFESSIONAL SUMMARY

Product Designer with 3+ years of professional experience shipping web and mobile products across agency and in-house companies. With a track record of owning end-to-end product flows for international clients across the UK, France, Spain, and Canada. Comfortable working in cross-functional teams alongside stakeholders, developers, and designers; known for translating ambiguous briefs into structured, scalable design decisions backed by research and data.

### EXPERIENCE

#### Product Designer (Fixed-term)

Balto | Remote

June 2025 – December 2025

- Owned the end-to-end design of the “subscription merge flow” to address conflicting user account states, with the responsibility to design from the problem definition and user research through high-fidelity UI and developer handoff.
- Contributed to the design of the customer portal launched to markets in Spain and France, collaborating directly with the product and engineering teams to ensure implementation fidelity.
- Operated within an agile team structure, working closely with product, engineering, and data teams to align design decisions with technical constraints and business objectives.

#### UX/UI Designer

Makata Studio | Colombia

May 2023 – June 2025

- Designed 5+ digital products from zero to launch for international clients across the UK, France, Spain, and Canada, owning the full design lifecycle from discovery and user flows through high-fidelity UI and delivery.
- Built design systems from scratch on products that lacked structured components, eliminating per-screen component updates and reducing design-to-development rework cycles across multiple projects.
- Managed up to 3 simultaneous client projects, maintaining quality and delivery pace across each engagement.
- Validated design decisions through usability testing, A/B testing, and data analysis, using findings to optimize conversion-critical flows.
- Collaborated with Shopify-based platforms on e-commerce projects, adapting UI components to platform constraints without sacrificing UX quality.

#### UX Customer Journey Specialist

Adecco Colombia | Colombia

May 2022 – February 2023

- Redesigned the chatbot interaction flow, reducing error rate by 20% and improving response clarity for end users.
- Analyzed Salesforce and Google Analytics data to identify drop-off points across the customer journey, surfacing conversion opportunities that informed design priorities.
- Defined user archetypes and journey maps that contributed directly to improvements in lead acquisition and conversion flows.
- Designed wireframes and prototypes aligned with Adecco’s global brand guidelines, supporting digital experience standardization across markets.

#### Design Intern

Inorca Seating | Santiago de Cali, Colombia

September 2021 – March 2022

- Supported improvements to assembly manuals and product documentation, increasing clarity and reducing customer support requests.

## SKILLS

### Design & UX:

User Research · Journey Mapping · Information Architecture · Wireframing · Prototyping · Interaction Design · Usability · Accessibility · WCAG · Design Systems · Component Libraries · Responsive Design · Developer Handoff · Typography · Visual Design · Scrum · Kanban

### Business, Data & Optimization:

Google Analytics · A/B Testing · Conversion Optimization · Salesforce · Data-informed Design

### Tools:

Figma · Framer · Webflow · Shopify · Adobe Photoshop · Illustrator · Affinity

### AI Assisted Workflow:

ChatGPT · Claude · Perplexity · MagicPath · V0 · Stitch · Midjourney · DALL-E · Firefly

## EDUCATION

### Bachelor's Degree in Industrial Design

Universidad Icesi | Santiago de Cali, Colombia  
February 2022

### UI/UX Design with Figma: Real World Projects

Udemy | 2023

### Introduction to UI and UX Design

Codecademy | 2023