

## ABOUT ME

Hi, I'm Joe, a UX Designer with a knack for research. I've collaborated with major clients like Google, LATAM Airlines, and Telus, uncovering digital user experiences requirements and shaping them into meaningful designs.

My passion lies in **crafting valuable experiences that go beyond surface-level aesthetics**. To me, a solid user experience means it's usable, solves real needs, and is rooted in user research.

I'm a keen listener, constantly seeking insights to inform my designs.

## SKILLS

Qualitative Research • Journey Maps • User Personas • Sitemaps • Information Architecture • User Flows • Wireframing • Prototyping • Usability Testing • Card Sorting • Design Thinking • Lean UX.

## TOOLS

Figma • Sketch • InVision • ProtoIO • Axure • HTML & CSS • UsabilityHub • Maze • Hotjar • Typeform • Google Forms • Miro • Adobe Creative Suite.

## LANGUAGES

**English:** Professional Working Proficiency.

**Spanish:** Native Proficiency.

**Portuguese:** Intermediate Proficiency.

# JORGE ROJAS

## UX Designer & Researcher

### EXPERIENCE

#### UX Research Consultant

Turtle Design Inc. - Toronto, ON - Canada | September 2022 - Present.

**Clients:** Internal Projects & Telus Storyhive.

- Planned and created design deliverables focused on accessibility to ensure the implementation of accessible user experiences.
- Created the information architecture and wireframes for the refresh of Turtle's services webpages.
- Collaborated in discovery, conducting stakeholder interviews to gather insights and shape a seamless digital user experience.

#### Senior UX Designer

HUGE Inc. - Colombia | August 2021 - July 2022

**Clients:** Google, Planet Fitness & Merck.

- Designed user flows, wireframes, and UX prototypes using the Google Marketing Web Standards design system within a multidisciplinary team.
- Created, discussed, and presented UX deliverables to clients and main stakeholders.
- Participated in the development and analysis of usability testing sessions.

#### UX Designer Intermediate

Globant - Colombia | March 2019 - July 2021

**Clients:** CNA National, AUL Corp & LATAM Airlines.

- Guided various product teams to constantly test their design solutions with users through different qualitative user research methods.
- Conducted qualitative research: User interviews, usability testing, and collaborative workshops with stakeholders to design digital solutions.
- Designed user flows, wireframes, and UX prototypes for different digital products in multiple multidisciplinary teams.
- Created, discussed, and presented UX deliverables to clients and main stakeholders.

#### Information Architect

Aguayo - Colombia | May 2018 - December 2018

**Clients:** Movistar Mexico & Decameron.

- Performed qualitative user research to find insights from users.
- Analyzed and presented research results to clients and main stakeholders.
- Collaborated in a multidisciplinary team to carry out co-creative and strategic workshops using different tools, from sketches and wireframes to mockups and functional prototypes.
- Conducted user testing sessions to improve the usability and the information architecture of proposed digital experiences.

# JORGE ROJAS

## UX Designer & Researcher

### EXPERIENCE

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#### UX/UI Designer

ViveLab Bogotá - Colombia | December 2016 - April 2018

Clients: City of Bogotá & Colombian Ministry of Education.

- Performed UX expert reviews to evaluate the usability level of the website [colombiaaprende.edu.co](http://colombiaaprende.edu.co).
- Created user flows, lo-fi & hi-fi wireframes, and prototypes.
- Conducted usability testing sessions along with affinity mapping workshops to classify main findings.
- Conducted card sorting sessions to establish a strong information architecture user-centric oriented.

### EDUCATION

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#### Ontario Graduate Certificate - User Experience Design

Humber College (Dean's List 2023)

#### Certificate: WAI0.1x - Introduction to Web Accessibility

W3Cx

#### Certificate: Digital Product Design with Lean and UX

Domestika

#### Certificate: User Research - Methods and Best Practices

Interaction Design Foundation

#### Bachelor's Degree: Graphic Design

Universidad Nacional de Colombia