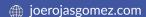
joerojas



in joerojasgomez

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 •
ProtolO • 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.

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⊠ joerojasgomez@gmail.com

JORGE ROJAS

UX Designer & Researcher

EXPERIENCE

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.
- 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

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