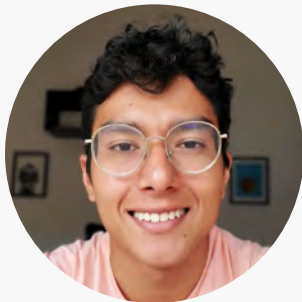# Andrés Contreras
Product Designer

I have collaborated with stakeholders to understand business realities and have led research from the ground up, enabling me to navigate uncertainty and deliver results efficiently by validating insights with quantitative data. I excel at balancing user needs with company objectives, providing clear, strategic solutions that drive impact

Email
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Phone
(+57) 3057751023

Bogota, CO

Linkedin
andres-c

Portafolio
andresdesign.com

Hard Skills

- Figma (components and prototyping)
- Photoshop, Illustrator, Premiere
- HTML, CSS, and JavaScript
- Basic Python
- Lean UX
- User-centered design

Soft Skills

- Active listening and empathy
- Negotiation and conflict resolution
- Critical thinking and analytical reasoning
- Stakeholder management
- Decision-making under pressure
- Self-awareness and emotional regulation
- Constructive feedback reception

Courses

Jul 2024 – Present

Personal Project
HTML y CSS

Objectives:
- Understand the technical challenges that impact user experience, such as page performance and SEO.

Achievements:
- Gained an in-depth understanding of responsive design logic and the design limitations based on screen size.
- Develop my portfolio from scratch using pure html, css and JavaScript.

July 2024 – Present

shift nudge
User Interface Design

Objectives:
- Understand the fundamentals that differentiate interface design from graphic design.
- Develop skills related to systems thinking and information hierarchy.

Achievements:
- Created wireframes and prototypes in Figma for testing with real users.
- Cultivated the ability to conduct a benchmarking process to understand different types of user flows.
- Refined composition skills and information prioritization.

Experiencia

August 2024 – Present 📍 Bogotá

Flimp
UX/UI Designer

Responsibilities:
- Led the UX Investigation: Designed and conducted a comprehensive UX research process from scratch, uncovering key pain points and opportunities to enhance workflow efficiency.
- Designed Targeted Solutions: Identified the Project Ops Analysts workflow as a critical area for improvement, proposing enhancements that directly impacted productivity and revenue growth.
- Translated research into strategic insights to guide business decisions and tech roadmap.

Achievements:
- The redesigned dashboard significantly reduces navigation time by providing clear, client-specific pathways, eliminating repetitive behaviors. This improved accessibility enables teams to retrieve critical information faster, allowing them to focus on high-value strategic tasks.

June 2024 – August 2024 📍 Bogotá

Más Movil
UX Researcher

Responsibilities:
- Conducted semi-structured interviews in English to extract insights and align user needs with business objectives.
- Contributed to a final proposal that emphasized the impact of clear terminology and intuitive navigation, prioritizing the user experience.

Achievements:
- Overcame stakeholder resistance to replacing "branding" terminology by demonstrating how simplifying jargon improves user trust, engagement, and long-term marketing effectiveness.
- Emphasize clearer information hierarchy and use low-fidelity wireframes to refine the account-switching flow, ensuring users know which account is making each payment.

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Experience

February 2024 – Present   Bogotá

Parche & Fútbol
Personal Project

Responsibilities:
- Organizing information ensures a cohesive, research-backed design process by connecting insights and decisions for clear and effective communication.
- Conducted fieldwork, including interviews and prototyping sessions with users.
- Combining qualitative insights with quantitative data enhances UX by revealing user motivations, validating assumptions, and ensuring scalable, data-driven decisions.
- Improved the user journey by refining touchpoints throughout the process.

Achievements:
- Created a community of unfamiliar players who could rent and play football together.
- Developed a blueprint that detailed the user experience and the complexity of other participants, fully showcasing the proposed service.
- Defines and executes a pathway to evaluate ideas from a business perspective to tangible implementation.

January 2023 – June 2023   Bogotá

Vice Presidency of Engineering
Research Assistant

Responsibilities:
- Help communicate and prioritize responsibilities regarding the project scope.
- Compose and review the flowcharts of other members alongside the academic vice president for approval.

Achievements:
- Assisted in creating a repository of flowcharts on process optimization for the engineering faculty to make them accessible and easy to understand.

Profesional Education

2020 – 2024

Designer
Universidad De Los Andes

Designer with a focus on Project

2018 – 2024

Art Studies
Universidad De Los Andes

Emphasis on electronic media and graphic arts

Language

Certificate
EF Standard English Test (EF SET) C1

EF SET English Certificate 70/100 (C1 Advanced)