

# andresão.

Andres Giraldo

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## PRODUCT DESIGNER

User Experience and Product Designer with over 10 years of experience across industries. I have worked with startups, venture projects, B2B and fast paced environments across US, UK, Brazil and Colombia. I love to solve problems and craft simple yet effective interfaces that help people reach their goals. Volunteered and worked with an international non-profit for 4 years in Colombia and the USA. Failed and succeeded along the way, but learned a lot and fast in both cases.

## EXPERIENCE

### LOBANT

May 2019 - To date  
Medellín, Colombia

### SENIOR USER EXPERIENCE DESIGNER

Leading a Salesforce custom design implementation to manage Disney's Channels Marketing across business units and international teams. Delivering design validation sessions with end users and stakeholders across Disney's business units. Delivered a custom-based Salesforce Design System.

### CELERIK

Jun 2016 - May 2019  
Medellín, Colombia

### HEAD OF DESIGN

Guided clients from different industries through the design and implementation of digital products. Helped to design a satellite-data based service to detect deforestation at early stages. Designed, implemented and launched a website service to support household-related service enquiries.

### SYMPLA

Apr 2014 - May 2015  
Belo Horizonte, Brazil

### USER EXPERIENCE DESIGNER

Simplified customer experience when purchasing event tickets on mobile, desktop and tablets, for Sympla: the largest events e-commerce site in Brazil, by redesigning the user interface. Influenced **growth of +700,000 tickets sold** and **tickets sold on mobile from 80,000 to 310,000** within 4 months.

### AIESEC

Jun 2010 - Jun 2013  
New York, USA and  
Bogota, Colombia

### NATIONAL MARKETING DIRECTOR

Led the marketing and design area of an international non-profit to deliver e-commerce services and customer segmented websites, to provide over 6,000 Colombian and American students the opportunity to volunteer and work abroad; decreased **student acquisition time from 30 days to 2 days** and achieved a **total income of + US 915,000** within 18 months.

Designed and implemented workflows to boost sales, fundraising and account delivery areas; influenced their **sales growth by 56%, raised funds growth by 62%** and contract signing **time reduction from 30 days to 3 days**. Then scaled to finance and HR areas to optimize their daily workload, increasing operations efficiency by 72% within one year.

### EUREKA FACTS

Jan 2008 - Jan 2009  
Rockville, USA

### WEB DESIGNER AND DEVELOPER

Developed an e-commerce solution for Hispanic Business Conference's annual event in Maryland, to allow online payments from 120 delegates.

## EDUCATION

### EAFIT UNIVERSITY

Jan 2003 - Dec 2009  
Medellín, Colombia

### BSC COMPUTER SCIENCE

**CONCENTRATION IN DESIGN AND MARKETING:** Programming, Software Engineering, Interactive Systems Design, Visual and Interface Design, Business Administration, Marketing, Product Development.

## SKILLS

User Centered Design

Design Thinking and Facilitation

English, Spanish, Portuguese  
and Italian

## PROGRAMS

● Illustrator

● Adobe XD

● HTML5, CSS3 and jQuery

● InVision


● Sketch

● VS Code

## INTERESTS

 VUI Design

 Avid soccer player

 LEGO Building and  
Photography

 Entrepreneurship

 Travelling

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