

# andresão.

Andres Giraldo

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## CREATIVE TECHNOLOGIST AND EXPERIENCE DESIGNER

Andrés is a Creative Technologist and Lead Experience Designer with over 13 years of expertise in UX design and product innovation, and more recently, emerging technologies. He has collaborated with brands like **Meta**, **Ticketmaster**, **Google** and **Hublot**, delivering immersive, seamless user experiences. His side projects— **LEGO creations integrated with Alexa**—highlight his passion for blending technology and play to create unique, interactive experiences. Andrés excels in **prototyping**, transforming cutting-edge concepts into engaging, user-centered products and experiences.



### LATEST EXPERIENCE

#### HUGE INC

May 2021 - To date  
Medellín, Colombia



#### EXPERIENCE DESIGN LEAD

Led the UX design process and worked closely with designers, animators, strategists, and developers to create an **in-headset prototype for the Meta VR Store**, showcasing an **immersive shopping experience**. Completed in just two months, this conceptual project was crucial in **attracting new clients and driving interest in VR-based experiences, positioning Huge as a powerhouse** in the growing VR Experiences space.

Created a **chocolate-throwing ghost using LEGO Technic, integrated with Alexa**, to build an interactive, **conversation-driven** Halloween experience for Huge employees. This and other **experimental projects** sparked interest, **leading to a conversational design contest** I co-led to introduce employees to Conversational Interface and Experience Design Principles. As a result, **seven participants submitted working prototypes**, each addressing unique challenges across industries like healthcare, language learning, and gaming, **expanding our team's ability to design more engaging, multimodal experiences**.

Led the design process during a **3-day Hackathon**, and created a **working prototype that used Generative AI to design unique PFPs** (profile pictures) for music events. This **conversation-based** proof of concept allowed users to **craft personalized identities as a memorable part of the experience**. The project highlighted **AI's creative potential and inspired fellow collaborators and designers at Huge to delve into AI technology** during its early stages, long before its widespread adoption.

Led the prototyping process for **COX Business and Residential, Google Nest, and Cisco's Developer Hub**, empowering designers to build **high-fidelity prototypes without coding**. This approach improved communication across design, client, and development teams, allowing us to effectively present creative concepts and **demonstrate functional solutions**. The streamlined prototyping process not only **improved client presentations and team alignment** but also facilitated a smooth transition into development, significantly reducing time for implementation.

#### GLOBANT

May 2019 - May 2021  
Medellín, Colombia



#### SENIOR USER EXPERIENCE DESIGNER

Worked on a custom Salesforce design implementation to manage Disney's Channels Marketing Operations across multiple business units and international teams. I **facilitated design validation sessions with end users and stakeholders**, ensuring alignment across Disney's global operations. The project culminated in the creation of a **custom Salesforce Design System, streamlining marketing workflows and improving collaboration, ultimately enhancing operational efficiency** across Disney's diverse teams.

Led the design of a **voice-commanded smart Batmobile** using LEGO Mindstorms and Amazon Alexa for the **LEGO Mindstorms Voice Challenge on Hackster.io**. This side project sparked significant **interest among Globant employees in Conversational Experiences**. We hosted a large presentation, bringing together designers, developers, and Project Managers from the city to explore future design possibilities. Additionally, I **delivered and hosted a series of talks and workshops** for the local design community, focused on **Voice User Interface** and UX Design, **helping to expand knowledge and skills in this emerging field**. More details can be found on [my portfolio](#).

#### CELERIK

Jun 2016 - May 2019  
Medellín, Colombia



#### HEAD OF DESIGN

Collaborated with **Catapult: Satellite Applications** and other UK organizations to design a **satellite data-driven service for early deforestation detection**. I led user research, developed initial service concepts, and created wireframes to guide the design. This project **empowered environmental and government organizations in Colombia to make faster, data-informed decisions, enabling them to take proactive action against deforestation**. It also demonstrated how technology and design can be harnessed to tackle global sustainability challenges.

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## PREVIOUS EXPERIENCE

### SYMPLA

Apr 2014 – Jun 2015  
Belo Horizonte, Brazil

### UI/UX DESIGNER

Simplified the user experience for purchasing event tickets across mobile, desktop, and tablet platforms for Symppla, Brazil's largest event e-commerce site. By optimizing the purchase flow, I made it **more intuitive and accessible, improving conversion rates and enhancing customer satisfaction**. This redesign **contributed to a more seamless experience for millions of users**, reinforcing Symppla's position as a **leader in the event ticketing market**.

### AIIESEC

Jun 2010 – Jun 2013  
NYC, USA  
and  
Bogota, Colombia

### NATIONAL MARKETING DIRECTOR

Led the marketing and design operations for an international non-profit, **delivering e-commerce services and customer-segmented websites** that provided over **6,000 Colombian and American students with opportunities to volunteer and work abroad**. These initiatives influenced over **\$915,000 in total income within 18 months**. Additionally, I designed and implemented workflows and CRMs that boosted sales, fundraising, and account delivery, **supporting a 56% increase in online sales, a 42% rise in fundraising, and a reduction in student contract signing time from 30 days to 3**.

### Eureka Facts

Jan 2008 – Jan 2009  
Rockville, MD. USA

### WEB DESIGNER AND DEVELOPER

Developed an **e-commerce solution for the Hispanic Business Conference's** annual event in Maryland, enabling **seamless online payments for over 120 delegates**. This solution streamlined the registration and payment process, enabling **user convenience and operational efficiency for the event organizers**. It also helped improve the overall attendee experience, **supporting the conference's growth and professional impact**.

## 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.

### IDEO

Feb 2018  
Online

### DESIGNING FOR CHANGE

[IDEO'S Online Learning Experience.](#)  
IDEO'S approach to sustaining and leading change.

### MITx

May 2016  
Online

### MOBILE APPLICATION EXPERIENCES PART 3: BUILDING MOBILE APPS – SCORE 98%

Getting Started on Android and iOS. Mobile Location and Networking.  
Instrumentation and Logging / Poster Session.

### MITx

March 2016  
Online

### MOBILE APPLICATION EXPERIENCES PART 2: MOBILE APP DESIGN – SCORE 100%

From Use Cases to Screens. Paper and Interactive Prototyping.  
Usability Testing.

### FullbridgeX

Feb 2016  
Online

### ANALYTICAL PROBLEM SOLVING AND DESIGN THINKING

[edX Honor Code Certificate.](#)  
Career Edge 4x.

## SKILLS

User Centered Design

Prototyping and Coding

English, Spanish, Portuguese

## PROGRAMS

• Figma

• Alexa Skills Kit

• HTML5, CSS3 and Javascript

• Node.JS

• Python

• VS Code

## INTERESTS

📱 VUI and Game Design

⚽ Avid soccer player

🧱 LEGO Building and Photography

🎮 Unity and Unreal

✈️ Traveling

🔗 [Check my portfolio](#)