

Juan Felipe Varón

Product Designer

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Bogotá, Colombia

Professional Profile

Product Designer with 4+ years of experience creating modern, functional, user-centered digital experiences. I combine UX/UI, web design, and graphic design to turn ideas into products that connect with people and make interaction easier.

I've worked on projects ranging from landing pages and dashboards to design systems and full digital ecosystems, delivering clear, scalable, and consistent solutions.

Academic Background

Master's Degree in Design Thinking & UX/UI Design

2024 - 2025

Barreira Arte y Diseño (Valencia, España)

Multimedia Engineering Degree

2017 - 2022

Universidad de San Buenaventura (Bogotá, Colombia)

Skills and Languages

Technical Skills:

Figma · Adobe XD · Adobe Illustrator · Adobe Photoshop · WordPress · Elementor · HTML/CSS · Design systems · Style guides · User flows · Wireframes · Prototyping · Mockups · Branding

Soft Skills:

Collaborative work · Communication · Problem solving · Attention to detail · Decision making

Languages:

Español (Native)
Ingles (Intermediate)

Work Experience

DNA.inc / Product Designer

2025

Designing digital experiences through UX audits, benchmarking, and developing coherent and scalable visual proposals, culminating in the creation of design systems to unify products and facilitate their implementation.

GO MVP / Lead Designer

2022 - 2025

UX/UI design and web development in WordPress (Elementor), including creation, editing, and management of responsive pages.

In addition, brand identity development, graphic design for social media, and newsletter development.

Euphorianet / 3D Designer

2021 - 2022

3D modeler, focused on creating clothing and accessories using Marvelous Designer, optimizing its integration for characters generated in Character Creator.

Deejay Academy / Multimedia Designer

2021

Creation of graphic elements for social media, editing and management of websites in WordPress (Elementor), as well as providing support in photography and video production.