JUAN SEBASTIÁN ARANGO GIRALDO

UX/UI DESIGNER · UX STRATEGIST · TEAM LEADER

Antioquia, Colombia · Remote collaboration
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PROFILE

Graphic designer trained at Universidad Pontificia Bolivariana, with 18 years of design experience spanning UX/UI, web strategy, editorial design and multidisciplinary leadership. End-to-end product design from research and discovery to functional prototypes, design systems and validation. Uses generative AI to accelerate creative and production workflows while keeping client objectives and user needs at the center. Experience with clients in Colombia, Mexico, the United States and Spain.

RECENT EXPERIENCE

Academia de IA | UX/UI Designer & AI Apps Teacher

Jan 2026 — Present

Designs education platforms and AI tools; co-creates products with an AI-assisted technical team. Teaches generative AI apps for business in the course “ChatGPT: from novice to expert”.

Triario | UX/UI Strategist

Jan 2025 — Dec 2025

Defined UX/UI strategy for clients in the United States and Mexico, coordinating external design and front-end providers.

Triario | UX Strategist Lead

Aug 2023 — Mar 2024

Led UX processes with continuous improvement and coordinated internal and external design and development teams.

Triario | Web Business Unit Manager

Sep 2021 — Jul 2023

Managed web-unit profitability and productivity. Led 8 executive strategists and 6 front-end developers; implemented agile workflows in ClickUp.

Triario | Process & Productivity Manager

Jan 2021 — Sep 2021

Coordinated a 22-person team and managed processes and productivity across a company of more than 120 people.

Triario | Design & Front-end Coordinator

Oct 2019 — Dec 2020

Led 12 designers and 10 front-end developers; documented and implemented ClickUp as a central project-management tool.

SELECTED CLIENTS & PROJECTS

Metro de Medellín · Conconcreto · Renting Colombia · Marval · Urbansa · Costa Rica Convention Center · Cartagena de Indias Convention Center · Grupo Alfa

EXPERIENCE & EXPERTISE

EARLIER DESIGN EXPERIENCE

Triario | GDD Account Manager and Design & Front-end Coordinator

Oct 2018 — Oct 2019

End-to-end client management and building of web strategies with Growth Driven Design methodology: research, ideation, sketching, prototyping and production with a multidisciplinary team.

Triario | UI/UX Designer

Jun 2017 — Sep 2018

Development of web prototypes from a marketing perspective under Growth Driven Design methodology, focused on responsive web design and user experience.

Triario | Editorial / Digital Freelance

Feb 2015 — Jun 2017

As a freelancer for Triario I supported web and editorial projects for clients like Grupo Éxito, Cenit, Ecopetrol Argos and Metro de Medellín, among others.

Triario | Editorial · Digital Graphic Designer

Jan 2011 — Jan 2015

Graphic designer focused on two fronts: web (designer and HTML layout) and editorial (production of graphic pieces such as newspapers, magazines and newsletters).

Ariadna Communications Group | In-house Graphic / Digital Creative

Jan 2017 — Jun 2017

Development of static and animated graphic pieces for social media and websites for Grupo Éxito brands, working in-house with the brand team.

El Colombiano | Magazine designer

Jan 2015 — Dec 2015

Design and production of editorial publications —magazines, catalogs, newspapers and booklets— both for the El Colombiano brand and external clients.

Additional experience: Freelance web and editorial projects for clients in Colombia, the US and Spain (Jan 2016–Jan 2017); independent graphic designer (Oct–Dec 2010), including Comfenalco Antioquia's website and Triario's brand; Regional Communications Coordinator, TECHO Colombia (Jun 2012–Jul 2013, pro bono).

CORE SKILLS

User interviews and usability testing · Qualitative and quantitative research · Journey mapping · Competitive analysis · UX strategy · Information architecture · Low- and high-fidelity prototyping · Responsive UI design · Design systems · Development handoff · AI-assisted functional prototyping · Team leadership · Agile project management · Growth-Driven Design

EDUCATION & PROFESSIONAL DEVELOPMENT

Graphic Design — Universidad Pontificia Bolivariana (UPB) · 2007 – 2012

Scrum Master — International Scrum Institute™ · 2022

UX Design — Academia DEV.F · 2020

Transformational Leadership — Universidad EAFIT · 2022

Digital Marketing — HubSpot Academy · 2022

Inbound Marketing — HubSpot Academy · 2022

Inbound (New) — HubSpot Academy · 2022

Growth-Driven Design Agency — HubSpot Academy · 2022

Additional courses: Introduction to UX design; Automated editorial design with Adobe InDesign — Domestika (2020).

AI & PRODUCT WORKFLOW

Generative AI tools: ChatGPT, Claude, Gemini and Lovable. Combines research, design judgment and rapid iteration to build navigable prototypes and practical deliverables aligned with business goals.