

Curriculum

Jeniffer Lasso Castañeda

User Experience/ User Interface Design Specialist

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Innovative and **user-focused** professional with **over 7 years of experience** in UX/UI design, product development, and leadership across diverse industries. A **Master's Degree in User Experience & Interaction Design** from Universitat Oberta de Catalunya has equipped me with **advanced skills** in user-centered design, usability principles, information architecture, and interaction strategies.

Skilled in applying cutting-edge **research** methods and **design thinking** to solve complex design challenges, I excel at creating impactful digital solutions that balance user needs, business objectives, and technical constraints. Passionate about driving product success through **design system** creation, cross-functional collaboration, and delivering elegant, **user-centered designs**.

Key skills:

User-Centered Design (UCD) | UX/UI Design & Prototyping (Low-Fi & Hi-Fi) | Information Architecture & User Flows | Storytelling | Problem-Solving & Design Thinking | Design Systems & Component Libraries | Cross-Functional Team Leadership | Workshop Facilitation & User Research | Agile Methodologies (Scrum Certified) | Data Visualization & Analytics

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Professional experience:

Senior UX UI Designer
ABA Tech – Technology Company (Healthcare Digital Solutions)
Sep 2022 – Present

- Designed and prototyped user-centered solutions, from low-fi to high-fi deliverables, ensuring alignment with user and business goals.
- Conducted user research and workshops to inform design decisions and refine user flows and information architecture.
- Played a key role in developing the product design process, integrating Scrum methodologies and fostering adoption across teams.
- Spearheaded the creation and implementation of a new design system, as a component creator and as a Product Owner for its development.
- Introduced a robust Visual QA strategy, collaborating closely with Front-End developers to ensure pixel-perfect execution.
- Facilitated stakeholder engagement to define requirements and priorities.

Key Achievements:

- Secured Scrum Master certification to streamline Agile practices.
- Structured and optimized the Product Design Team's workflows, enhancing efficiency and output quality.
- Played a pivotal role in designing and launching impactful design operations strategies

UX/UI Design Analyst
Growers Hub Trading – Multinational Flowers Supply Chain
Feb 2020 – Sep 2022

- Crafted user experiences and interfaces for data-driven applications, focusing on data visualization and usability.
- Conducted comprehensive research and workshops, ensuring design solutions aligned with user needs and stakeholder objectives.
- Led a team to redefine workflows during the pandemic, improving efficiency and value delivery.
- Developed a Data Visualization Style Guide for the Analytics Team, enhancing report clarity and consistency.

Key Achievements:

- Successfully redesigned workflows to enhance team collaboration and delivery within Scrum frameworks.
- Championed new UX tools and dynamics, driving innovation in development processes.

User Experience Analyst
Click in Software – Software Development Company
Apr 2019 – Feb 2020

- Delivered end-to-end UX/UI solutions for two client products, focusing on usability and a refined look and feel.
- Integrated developer insights into the design process to ensure technical feasibility and efficiency.

Key Achievements:

- Created user-centric, scalable interfaces for new client applications, achieving high user satisfaction.

Production Designer
Sproutloud – Marketing Technology Company
Aug 2016 – Mar 2019

- Managed pre press activities, ensuring accuracy and quality in high-pressure environments.
- Actively collaborated with teams using the Scrum framework to meet client needs and deadlines.

UI Designer
Visión Tecnológica – Software Development Company
Jan 2014 – Feb 2015

- Designed and implemented visual interfaces for software products, collaborating closely with Front-End developers to improve usability and aesthetics.
- Proposed and executed entire look-and-feel concepts for digital products from scratch.

Key Achievements:

- Improved the usability and design of existing digital products through iterative improvements and user feedback.
- Delivered user-friendly interfaces that aligned with client requirements and technical constraints.

Education

Master's Degree in User Experience & Interaction Design
Universitat Oberta de Catalunya
March 2023 – January 2025

Degree in Graphic Communication and Advertising
Universidad de Medellín, Medellín
Feb 2008 – Oct 2013

B2 English Certification
CAMIL Institute, Medellín
Jan 2008 – Aug 2009

Certifications & Professional Development

- **Professional Scrum Master** (CertiProf, Dec 2023)
- **UX Strategies for Companies** (Platzi, Sep 2022)
- **Usability Course** (Platzi, Apr 2022)
- **Information Architecture** (Platzi, Feb 2022)
- **Design Thinking** (Platzi, Sep 2021)
- **User-Centered Design** (Platzi, Mar 2021)
- **UX/UI Design Fundamentals** (Platzi, Jan 2021)

Additional Experience

- **UI Designer Volunteer** – KIO Guerreros de Vida Foundation (Nov 2020 – May 2021)
- Freelance UI and Graphic Design Projects – Various Universities (2014–2020)
- **Client Support Agent -** Onelink – Client Support Company (Dec 2015 – Aug 2016)

Thanks for reading!

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Check my LinkedIn profile and my portfolio for further information.