



## I am Juan Felipe Cadavid R

A Product Designer and brand expert from Colombia, with special interest in design systems, product coherence and brand building. I am also an amateur miniature painter, movie enthusiast and design mentor.

### Experience:

#### UI Designer - Design Systems B2C

Just Eat Takeaway *October 2024 - Currently*

- Maintaining and evolving the design system that serves 5 different business pillars and over 100 product designers
- Establishing, researching and developing methodologies for easier and faster component implementations
- Keeping track and proposing ways of implementation for OS updates
- Communicating with developers across multiple tech stacks and requirements
- Leading and advocating for increased use of design system across company teams

#### Senior Digital Designer B2B website & webapp

charles *August 2021 - June 2024*

- Building award winning campaigns to showcase the reach and impact of the product
- Establishing and developing cross team methodologies for better communication of the brand and the product
- Brand redesign and implementation resulting in wider adoption and recognition across channels
- Website design and optimization increasing organic reach and lead generation
- Product and website coherence through building and maintenance of components library and style guides

#### UI/UX Designer B2C app healthcare

Cara Care *February 2020 - August 2021*

- Directing user testing and user interviews
- Leading rebranding with agency
- Crucial role in developing features for German “medical device” approval
- Building and maintaining brand and visuals for the product, along with UX and UI design.
- Building wireframes, hi-fi visuals, mockups and prototypes
- Feature road mapping and constant feedback with a cross functional team made up of medical experts, content creators, UX researchers, data engineers and clinical researchers
- User-centered approach, focused on qualitative insights and aligning stakeholders with user needs and pain points.
- Design ops and design system lead

#### Senior UI/UX Designer B2B & B2C consulting

Project A *May 2019 - December 2019*

- Focused on rebranding projects and consulting ventures on UI and UX for their products.
- Data driven design decisions based on hotjar
- Fast iteration, lots of A-B testing along with deep research into customers
- In charge of expanding design culture and building design systems foundations

#### Product Designer B2B & B2C native apps IoT

Colorfy *April 2017 - December 2018*

- Leading product research and market fit for companies ranging from Henkel and KPMG to smaller ventures
- Quantitative based design decisions along with testing hypothesis in favor of innovation
- Mainly focused on IoT projects, ranging from user flows and user experience analysis to developing brand and design guidelines for new products
- Constant and fast iteration on projects
- Design decisions based on business constraints, yet syncing with all stakeholders
- Visual direction on pitch decks and branding for new businesses and collaborated in service design projects
- Part of a cross-functional team including industrial designers, mechanical and electrical engineers

#### Product Designer B2C Social media editorial

Creators Media *August 2016 - March 2017*

- I collaborated on developing a tool for users to write and share articles. This feature was attached to an ecosystem of user profiles and discoverability features that will then be integrated with three main websites that would curate and share the most relevant articles.
- Part of a cross-functional team including writers and video editors.

#### Senior Creative Designer B2C webapps

Prodigious *March - June 2016*

- Worked on website redesigns and localizations for Nissan, Renault, Lexus among other car brands. Plus some other marketing and motion graphics projects.

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### Awards & Recognition:

#### Webby Award

Games / Public Service & Social Impact 2024

#### D&AD Wood Pencil

Gaming & Virtual Worlds / Educational Experience / 2024

#### Top 100 Most Influential Mentors 2024

ADPList

### Talks:

#### Build a portfolio that breaks the mold and why it matters

Youtube video

#### Make A Better Graphic Design Portfolio and Get More Clients

Youtube video

### Skills & Tools:

#### UI/UX & Design systems

Figma/ Sketch

#### Animation

After Effects / Rive / Cavalry

#### Branding & Illustration

Illustrator / InDesign / Photoshop

#### Prototyping

Webflow / Figma / Framer / CSS

#### 3D

Blender / Cinema 4D

#### Workshops & Ideas

Miro / Mural / Figjam

### Languages:

English *Fluent*

Español *Native*

Deutsch *Beginner*

Italiano *Intermediate*

### Education:

#### 2014

Master in Web & Multimedia Design  
Scuola Politecnica di Design

#### 2013

Professional in Graphic Design  
Universidad Jorge Tadeo Lozano

### Keywords:

*Just in case you need them*

B2B, B2C, user-centered design, intuitive, design system, wireframes, organizing and leading workshops, consistency, sharing feedback, managing stakeholders, supervising projects, shaping standards, up to date in design tools and techniques, mentorship, guidance, creative solutions, highly collaborative, self-starter, user interviews, user research