



I am **Juan Felipe Cadavid R**

→ [www.jfcr.design](http://www.jfcr.design)

A Senior Product Designer with 9+ years of experience driving product strategy, design systems, and end-to-end user experiences across B2C and B2B environments, from early-stage, 0 → 1 startups to global organizations. I specialize in scaling products and teams by aligning design, engineering, and business priorities to deliver measurable impact.

I have led and scaled design systems used across multiple teams and products, defined governance and workflows that accelerate design and engineering velocity, and driven brand and product transformations that increased adoption, engagement, and consistency at scale.

My experience goes across healthcare (BfArM and DiGA regulated), SaaS, marketplaces, logistics, IoT, and VCs which has allowed me to work across diverse technical and creative ecosystems.

I bring a strong focus on design rigor and craft with speed, system thinking, experimentation, building high-performing design cultures, collaboration and mentoring.

## Experience:

### UI Designer - Design Systems B2C

Just Eat Takeaway **October 2024 - Currently**

- Led the evolution and scaling of a cross-platform design system supporting 5 business pillars, 100+ designers, and 15 product teams, improving consistency across multiple products reaching 26.3 million users
- Established governance models, contribution workflows, and reusable methodologies that reduced component build time by 20% and increased design-engineering velocity
- Drove proactive adoption of OS updates iOS/Android/Web.
- Partnered with engineering across 6 tech stacks to deliver production-ready components, increasing implementation consistency and reducing design debt by 80%
- Scaled design system adoption from 1 to 5 teams, leading enablement initiatives (documentation, workshops, office hours) and embedding system usage into product development workflows

### Senior Digital Designer B2B website & webapp

charles **August 2021 - June 2024**

- Led the concept, design, and execution of award-winning marketing campaigns, elevating product visibility and contributing to 1400% increase in brand reach and engagement
- Defined and scaled cross-functional workflows to align brand and product storytelling, improving consistency and reducing go-to-market friction across 4 teams
- Directed end-to-end brand redesign, driving 20%-30% increase in brand recognition and expanding adoption across key channels and markets
- Owned website design and optimization strategy, resulting in 20% growth in organic traffic and 150% increase in qualified lead generation across DACH region
- Ensured end-to-end brand and product coherence by building and maintaining a shared component library and style guides, improving consistency and reducing design/implementation discrepancies by 90%

### UI/UX Designer B2C app healthcare

Cara Care **February 2020 - August 2021**

- Directed end-to-end user research (user interviews, usability testing), generating qualitative insights that informed product strategy and improved key user outcomes by 40%
- Led rebranding initiative in partnership with an external agency, redefining brand positioning and delivering a cohesive identity across product and marketing touchpoints
- Played a key role in designing and delivering features aligned with German medical device regulatory requirements (BfArM and DiGA), ensuring compliance while maintaining high usability standards
- Owned end-to-end product design, delivering wireframes, high-fidelity designs, and interactive prototypes across 3 core features
- Drove product strategy through feature roadmap definition and continuous iteration, partnering with a cross-functional team spanning medical experts, researchers, data engineers, and content stakeholders
- Established a user-centered design practice grounded in qualitative insights, aligning stakeholders around user needs, pain points, and evidence-based decision-making
- Owned Design Operations and Design System initiatives, improving team efficiency, consistency, and scalability across the product development lifecycle

## Previous experience:

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

Project A **May 2019 - December 2019**

### Product Designer B2B & B2C native apps IoT

Colorfy **April 2017 - December 2018**

### Product Designer B2C Social media editorial

Creators Media **August 2016 - March 2017**

### Senior Creative Designer B2C webapps

Prodigious **March - June 2016**

## Skills & Tools:

### UI/UX & Design systems

Figma/ Sketch / Penpot / Stitch

### Task management

Notion / Jira / Monday /  
Productboard

### Research

Dscout / Hotjar / Maze /  
Confluence

### Animation

After Effects / Rive / Cavalry

### Prototyping

Cursor / Figma / Framer / Lovable  
/ Webflow

### 3D

Blender / Cinema 4D

### AI

Comfy UI / Runway / Claude  
/ Google AI Studio

### Branding

Illustrator / Affinity / Procreate /  
Photoshop

### Workshops & Ideas

Miro / Mural / Figjam

## 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

@UX Untamed Podcast Youtube video

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

@Kittl Youtube video

## 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*

## Contact me here:

**Dribbble:** dribbble.com/jfcr

**Behance:** behance.net/jfcr

**Instagram:** instagram.com/jfcr\_

**Portfolio:** www.jfcr.design

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