

# John Lamprea | Product Designer | UX/UI

Colombia  
+57 311 528 8291  
j@johnlamprea.com • johnlamprea.com  
linkedin.com/in/johnlamprea

## About

---

Product Designer with experience leading end-to-end projects across private sector companies, startups, and international organizations. Specialized in transforming complex problems into clear, scalable digital products aligned with business metrics. Strong background in user research, flow design, information architecture, and prototyping, collaborating with cross-functional teams to drive measurable impact in conversion, operational efficiency, and decision-making.

## Professional experience

---

04/2025  
Colombia

### Sr. UX/UI Designer Colsubsidio

- I led the design of the user experience and interface of Colsubsidio’s new online store, focused on improving digital access to subsidized products for affiliated users.
- The launch of the online store increased the conversion rate by 12% compared to the previous channel
- Articulated business, development, and marketing teams to ensure alignment between corporate objectives and user needs.

09/2024 – 02/2025  
Colombia

### Product Designer Alliance of Bioversity International and CIAT

- I led the end-to-end design of the CAS Reporting Tool, a SaaS reporting platform developed for the Ministry of Agriculture of Colombia.
- I conducted user research, defined the information architecture, and designed user flows and high-fidelity prototypes.
- I achieved a 20% improvement in the efficiency of data collection and management processes.
- I collaborated with technical teams and institutional stakeholders to align the solution with strategic objectives.

12/2021 – 10/2023  
Colombia

### UX/UI Designer TUL

- I designed financial products focused on the hardware store ecosystem and their end customers. For hardware store owners, I developed credit, payment, and financing solutions that optimized cash flow management and improved access to

## Professional experience

---

working capital by 30%. For end customers, I designed intuitive point-of-sale financing experiences that increased transactions by 25%, strengthening adoption and the relationship with the business.

- I implemented a Design QA process to ensure visual fidelity, reduce rework, and improve the efficiency of the product development process.

03/2020 – 12/2021  
Colombia

### **UX/UI Designer** **SoyYo -Digital Identity Services-**

- I designed and optimized the application's registration and onboarding flow, increasing user participation by 22%.
- I created the 'Mi Espacio' feature, focused on improving personalization and the centralization of the user's digital identity.
- I coordinated product and development teams to ensure an implementation aligned with business objectives and the user experience.

12/2018 – 05/2020  
Colombia

### **Designer** **La Sabana University**

- I contributed to the evolution of the Unisabana Medios digital platform through the exploration of technological innovations, digital experience optimization, and graphic design.
- I ensured quality, visual consistency, and alignment with the University's institutional standards, keeping digital products up to date.

10/2014 – 10/2018  
Colombia

### **Designer** **Presidency of the Republic of Colombia**

- I increased institutional brand recognition by 25% through the design of infographics and digital campaigns.
- I designed and developed four microsites and a back-office system for the Transparency Secretariat, improving the management and publication of public information.

05/2013 – 10/2014  
Colombia

### **Designer** **United Nations**

- I led the design and development of the Nutrifami platform, achieving a 43% increase in nutrition awareness in vulnerable communities.
- The project was recognized with the Special Innovation Award from the World Food Programme in Germany (2017), standing out as an initiative with international social impact.

## Professional experience

04/2012 – 05/2013  
Colombia

### Web Designer El Tiempo Newspaper

- I designed more than 60 digital products, managing projects across six publishing house portals.
- I led the implementation of 15 special projects for platforms such as eltiempo.com, Futbolred, Revista Don Juan, and Portafolio, improving the user experience and the adoption of new features.

## Education

05/2019

### Specialist in Strategic Communication Sergio Arboleda University

09/2014

### Graphic Designer CUN

## Certifications

11/2025

### Product Design National Technological University of Buenos Aires | Sol Mesz

09/2024

### Product Design Repensar

11/2023

### Leadership Program Blum

09/2017

### Web Accessibility Del Bosque University

09/2011

### Web Design and Digital Marketing Jorge Tadeo Lozano University

## Technical skills

Figma

Lovable

Stitch

Solid

Claude

Sketch

Adobe

Maze