

Juan P. Restrepo

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PROFESSIONAL EXPERIENCE

PROCTER & GAMBLE

Cincinnati, OH

UX Designer & Researcher / Digital Innovation Designer

Sep 2023 - Present

- Owned end-to-end UX design and research initiatives for 8+ global eCommerce brands in Beauty Care and Fabric Care, driving \$285M in funded digital work and accounting for 75% of the team's cross-charged investment for the fiscal year.
- Conducted mixed-methods research (interviews, usability testing, heuristic evaluations, etc.) to uncover consumer insights, define eCommerce strategy, and validate design decisions, contributing to conversion rate increases and lifts in consumer preference across all products:
 - Boosted Keep It Anchored Amazon ASIN conversion by +118%, raising preference from 15% → 50%
 - Improved EC30 homepage with a 45% CVR lift and 17% revenue increase
 - Drove Pantene Naomi CVR from 0.5% → 9.2% during tentpole events
 - Optimized Herbal Essences & Hair Biology product detail pages (PDPs) with +3-4% CVR lifts, generating \$350M incremental online sales
- Led the full digital launch of Gemz, a new Hair Care brand, managing UX design and research, content strategy, and design execution in partnership with brand and retail teams to deliver a bold, consistent, consumer-first experience across all physical and digital touchpoints.
- Designed and prototyped responsive web and mobile eCommerce experiences using Figma, creating user flows, wireframes, and high-fidelity prototypes that streamlined navigation, reduced friction points, and improved task completion rates across multiple digital platforms.
- Conducted cross-functional design sprints and ideation workshops with stakeholders, integrating a user-focused approach across brand, R&D, and commercial teams to improve alignment, generate ideas, and identify opportunities for digital commerce.

PGA TOUR

Savannah, GA

UX Researcher

Mar - Jun 2023

- Developed and implemented user-centric design strategies to enhance the brand awareness of PGA Tour University. Led the creation of a comprehensive brand toolkit for program promotion and advertising, resulting in increased user engagement and brand recognition.
- Led and managed a cross-functional team of 18 members, applying design thinking methodologies to drive market research, analysis, and the design strategy process. Cultivated a collaborative and innovative environment that yielded impactful and user-centered solutions.
- Oversaw project scopes, budgets, and resources, ensuring efficient project execution aligned with the organization's strategic objectives. Employed user feedback and data-driven insights to drive continuous improvement and optimize user experiences.
- Played a critical role in strategic planning and decision-making processes, providing valuable UX insights and recommendations to drive project success and align with organizational goals.
- Collaborated with external stakeholders, including clients, sponsors, and other organizations, to ensure alignment of project objectives and deliver successful outcomes that exceeded user expectations.

DELOITTE DIGITAL

Savannah, GA

UX Researcher

Jan - Mar 2023

- Managed a cross-functional team of 18 members, utilizing design thinking methodologies to drive user research, innovation, and collaboration. Applied user-centered design principles to create intuitive and engaging digital experiences.
- Oversaw project planning, execution, and control, ensuring adherence to timelines, budgets, and quality standards. Proactively managed project risks and effectively resolved issues to ensure successful project delivery.
- Conducted market analysis, competitor assessments, and industry research, leveraging strategic thinking and analytical skills to provide valuable UX insights and guide client decision-making. Shaped project strategies to align with user needs and business objectives.
- Led client meetings, proposals, and presentations, effectively communicating UX recommendations and contributing to client satisfaction and project success. Fostered strong client relationships and identified opportunities for upselling and expanding project scopes.

O'DONNELL DANNWOLF & PARTNERS ARCHITECTURE

Miami, FL

Architectural Designer

Jun 2020 - Sep 2022

- Served as a vital contributor in launching and positioning a new office location in Tampa, FL, contributing to the firm's expansion and growth strategy.
- Provided strategic guidance to clients by conducting market research, analyzing industry trends, and advising on design strategies that aligned with their business objectives and market demands.
- Actively participated in business development activities by attending client meetings, assisting in proposal development, and playing a key role in securing new projects and clients.
- Collaborated with external stakeholders, such as contractors, consultants, and regulatory agencies, to ensure smooth project execution and compliance with regulations and codes.
- Mentored and supervised junior team members, fostering their professional growth and instilling a culture of excellence, innovation, and client-centric approach.

DAVID M. SCHWARZ ARCHITECTS

Washington, DC

Architectural Designer

Jul 2018 - Jun 2020

- Played a key role in business development by identifying and pursuing new client opportunities, attending industry events, and participating in networking activities, resulting in the acquisition of several high-profile projects.
- Contributed to the strategic planning process by providing insights and recommendations on market trends, competitive analysis, and business growth strategies.
- Participated in cross-functional teams and facilitated collaboration between design, construction, and business development departments to ensure seamless project execution and client satisfaction.
- Streamlined design strategy implementation by overseeing material selections, coordinating with vendors, and efficiently ordering products and samples. Presented accurate cost estimates to clients, enhancing transparency and facilitating informed decision-making processes.

EDUCATION & CERTIFICATIONS

MASTERS OF ARTS IN DESIGN MANAGEMENT

Savannah, GA

SCAD - Savannah College of Art & Design

Sep 2022 - Jun 2023

BACHELORS OF FINE ARTS IN ARCHITECTURE, MINOR IN PHOTOGRAPHY

Savannah, GA

SCAD - Savannah College of Art & Design

Sep 2013 - Jun 2018

DESIGN RESEARCH & INSIGHT TRANSLATION

Savannah, GA

Lextant Certificate

Jan 2023

DESIGN SPRINT MASTERCLASS

Cincinnati, OH

AJ&Smart Certificate

Jun 2025

LANGUAGES

- Fluent in English and Spanish

SKILLS

- Design Thinking
- Creative Thinking
- Strategic Thinking
- Project Management
- User-Centered Design
- Research and Analysis
- Design Sprints Facilitation
- Communication and Presentation
- Collaboration and Team Leadership
- User Testing
- Prototyping
- Problem-Solving
- UX Research
- Agile Methodologies
- Critical Thinking
- Marketing Plans
- Consumer Insights
- Insight Translation

SOFTWARE

- Figma
- Mural
- Maze
- UserTesting
- Photoshop
- Illustrator
- InDesign
- Whimsical
- Webflow
- Lightroom
- Rhinoceros
- Revit
- AutoCAD
- Asana

INVOLVEMENTS AND ACHIEVEMENTS

- Brand Bootcamp | Procter & Gamble | 2024
- Amplify Your Story | SCADamp Certificate | 2023
- Team Academic National Champions | SCAD Golf | 2017 & 2018
- Athletic Team Captain | SCAD Golf | 2016 - 2018
- Scholar Athlete All-American | SCAD Golf | 2017 - 2018
- Silver Design Award | SCAD Challenge | 2022