

JUAN P. RESTREPO

Product Designer | UX Research & Strategy | eCommerce Experience Design
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PROFESSIONAL SUMMARY

Product Designer and UX Researcher with 4+ years leading end-to-end product design for consumer-facing (B2C) digital products and global eCommerce experiences. Proven track record translating complex user research into scalable design systems, interaction models, and go-to-market UX that drives measurable conversion rate optimization (CRO) and revenue growth. Background in architecture brings a rigorous systems-thinking approach to information architecture, spatial reasoning, and cross-functional stakeholder alignment. Fluent in English and Spanish.

PROFESSIONAL EXPERIENCE

UX Designer & Researcher | Procter & Gamble Sep 2023 – Present • Cincinnati, OH

- Led end-to-end product design for 8+ global eCommerce experiences across Beauty Care and Fabric Care, prioritizing high-impact conversion rate optimization (CRO) initiatives and simplifying complex purchase flows.
- Defined core user problems behind declining performance metrics; reframed business objectives into clear experience principles centered on trust, clarity, and informed decision-making.
- Established reusable product detail page (PDP) design system and interaction standards adopted across multiple DTC brands, balancing brand expression with platform constraints and driving +3-4% CVR and \$350M in incremental online sales.
- Owned full design process from discovery and UX research synthesis to execution, delivering user flows, interaction models, wireframes, high-fidelity prototypes, and dev handoff annotations across web and mobile platforms.
- Facilitated design sprints and product strategy workshops with cross-functional teams of engineers, product managers, and brand leads, accelerating decisions and aligning stakeholders around user-centered priorities.
- Partnered with analytics teams to leverage Google Analytics, A/B testing, and usability testing results to validate design hypotheses and measure outcomes against KPIs and OKRs.

UX Designer | PGA Tour Mar 2023 – Jun 2023 • Remote • Contract

- Led UX design and qualitative research for PGA Tour University, defining the end-to-end digital experience for student-athletes, coaches, fans, and partners across web and program touch-points.
- Reframed ambiguous program goals into clear user journeys and information architecture, reducing friction and improving decision-making confidence for prospective athletes.
- Designed a comprehensive brand experience and design system to guide communications across channels, improving clarity, consistency, and accessibility.
- Facilitated co-design workshops and design sprints with 18 cross-functional stakeholders, rapidly iterating on concepts based on real user behavior and usability testing insights.

UX Designer | Deloitte Digital Jan 2023 – Mar 2023 • Contract

- Led product design across multiple client engagements, translating complex user research insights into actionable product concepts and validated interaction models.
- Drove end-to-end discovery, research synthesis, ideation, prototyping, and usability validation, producing journey maps, service blueprints, and experience frameworks that set product direction.
- Presented design concepts and high-fidelity prototypes to executive stakeholders, influencing product roadmap strategy and accelerating high-stakes decisions.
- Facilitated cross-functional design sprints, prioritizing experience opportunities based on user impact, technical feasibility, and long-term scalability.

Architectural Designer | ODP Architecture & Design

Jun 2020 – Sep 2022 • Miami, FL

- Contributed to launching a new office location, supporting business development, client acquisition strategy, and go-to-market positioning to drive firm growth.
- Conducted market research and competitive analysis to advise clients on design strategies aligned with business objectives, directly building skills in consumer insights and product strategy.
- Collaborated with contractors, consultants, and regulatory stakeholders to ensure compliance and seamless project execution across complex, multi-stakeholder environments.
- Mentored junior designers, fostering a culture of excellence, innovation, and client-centric design thinking.

Architectural Designer | David M. Schwarz Architects

Jul 2018 – Jun 2020 • Washington, D.C.

- Contributed to strategic planning and business development by analyzing market trends, identifying client opportunities, and securing several high-profile projects through industry networking.
- Facilitated collaboration between design, construction, and business development teams to ensure seamless project execution and client satisfaction.
- Managed material selections, vendor coordination, and cost estimation, enhancing transparency and supporting informed client decision-making.

CORE COMPETENCIES & SKILLS

Product Design & UX: End-to-End Product Design, Interaction Design, User-Centered Design, Information Architecture, Responsive Design, Mobile-First Design, Design Systems, Component Libraries, Prototyping, Wireframing, Dev Handoff

UX Research & Validation: Qualitative Research, Quantitative Research, Usability Testing, A/B Testing, User Interviews, Heuristic Evaluation, Research Synthesis, Insight Translation, Consumer Insights & Behavioral Analysis

Strategy & Collaboration: Product Strategy, Product Roadmap, OKRs, KPIs, Conversion Rate Optimization (CRO), Digital Commerce Strategy, eCommerce, DTC (Direct-to-Consumer), Go-to-Market UX, Brand Experience Design, Content Strategy, Stakeholder Alignment, Design Sprint Facilitation, Agile (Scrum / Kanban)

Tools: Figma, FigJam, Maze, UserTesting, Mural, Notion, Jira, Asana, Google Analytics, Webflow, Adobe XD, Adobe Illustrator, Adobe Photoshop

EDUCATION

Master of Arts, Design Management

SCAD – Savannah College of Art & Design | 2022–2023

Bachelor of Fine Arts, Architecture

SCAD – Savannah College of Art & Design | 2013–2018

CERTIFICATIONS

Design Research & Insight Translation

Lextant | 2023

Design Sprint Masterclass

AJ&Smart | 2025

Brand Bootcamp

Procter & Gamble | 2024

ACHIEVEMENTS & RECOGNITION

- Silver Design Award — SCAD Challenge (2022)
- Amplify Your Story — SCADamp Certificate (2023)
- Scholar-Athlete All-American & Team Academic National Champions — SCAD Golf (2017–2018)