

JUAN P. RESTREPO

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PROFESSIONAL SUMMARY

With 8+ years of professional design experience spanning architecture and digital product, I came to this field through a path that was never an accident. Architecture gave me something most designers don't have: the discipline to think in systems, the patience to design with a long-term vision, and an obsession with craft that lives in the details. Today, I bring that same rigor and taste to digital products. I'm a holistic thinker and a builder, someone who moves fluidly between research, strategy, and execution without ever losing the human thread. I don't just design experiences, I shape them with intention. Fluent in English and Spanish.

PROFESSIONAL EXPERIENCE

User Experience Designer | Procter & Gamble

Sep 2023 – Present • Cincinnati, OH

- Led end-to-end product design for 10+ global eCommerce experiences across Beauty Care, Personal Health 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 — driving +4–5% CVR and \$3MM in incremental online sales across the portfolio.
- 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.

User Experience Designer | PGA Tour

Mar 2023 – Jun 2023 • 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.

User Experience 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.

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 high-profile projects through industry networking.
- Facilitated collaboration between design, construction, and business development teams to ensure seamless project execution and client satisfaction.

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

DTC eCommerce & CRO: Shopify, Shopify Plus, Full Funnel Design (PDP, Cart, Checkout, Subscription), Conversion Rate Optimization, A/B Testing, eCommerce Design Systems, DTC Brand Launches, Landing Page Design, Upsell and Cross-sell Flows

UX Research & Validation: Qualitative & 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, 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 Suite

AI Tools: Claude, Claude Code, Figma Make, Weave, Firefly, Adobe AI, Imagen, DALL-E, ChatGPT

EDUCATION

Master of Arts, Design Management Savannah College of Art & Design | 2022–2023

Bachelor of Fine Arts, Architecture 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 — SCAD Golf (2017 & 2018)
- Team Academic National Champions — SCAD Golf (2017 & 2018)