



Juan P. Restrepo

UX Designer and Researcher

+1 (407) 493-0668 juanprestrepoh@gmail.com www.juanprestrepoh.com

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

CORE COMPETENCIES & SKILLS

UX Design & Research

End-to-End Product Design, UX Research,
Interaction Design, Information Architecture,
Responsive & Mobile-First Design, Design
Systems, Prototyping, Wireframing,
Usability Testing

Strategy & Leadership

Experience Strategy, Product Strategy,
Journey Mapping, UX Consulting, Digital
Commerce, Cross-Functional Leadership,
Workshop Facilitation, Project Management

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

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)

PROFESSIONAL SUMMARY

UX Designer and Researcher with 8+ years of multidisciplinary design experience spanning architecture and digital experiences, bringing a systems-thinking foundation to complex consumer challenges. At Procter & Gamble, I serve as an internal UX consultant across global brands, leading work from consumer research and experience strategy through design, validation, and delivery. I combine human insight, strategic thinking, and visual craft to turn complex business challenges into experiences that are clear, cohesive, and built to scale.

PROFESSIONAL EXPERIENCE

User Experience Designer | Procter & Gamble

Sep 2023 – Present · Cincinnati, OH

- Serve as an internal UX consultant across P&G, partnering with brands and business teams to solve complex digital challenges across products, platforms, and consumer experiences.
- Lead end-to-end experience design across a portfolio of global consumer brands spanning Beauty, Hair Care, Personal Health Care, and Fabric Care, shaping work from early ambiguity through research, strategy, design, validation, and delivery.
- Translate consumer behavior, category insights, brand strategy, and business objectives into experience principles and connected journeys that help consumers understand products, discover what is right for them, and confidently move toward purchase.
- Design across the broader consumer journey rather than a single interface, connecting brand.com, digital commerce, CRM, social, content, SEO/GEO, connected-product experiences, and other digital touchpoints into cohesive ecosystems.
- Lead digital experiences for new-to-market products, brand transformations, and emerging propositions, defining how unfamiliar or complex ideas are introduced, understood, explored, and ultimately adopted by consumers.
- Build scalable design systems, content frameworks, interaction patterns, and experience standards that enable consistency across brands while giving teams reusable foundations for future launches and optimization.
- Partner with cross-functional teams, facilitating workshops and working sessions that turn diverse perspectives into clear experience priorities and executable direction.
- Use consumer testing, behavioral analytics, and experimentation to validate design decisions, identify opportunities, and continuously evolve experiences after launch.
- Integrate AI into the design process and consumer experience, using emerging tools for research synthesis, rapid concept development, prototyping, content exploration, visualization, and AI-search/GEO strategy.

User Experience Designer | PGA Tour x SCADpro

Mar 2023 – Jun 2023

- Led a multidisciplinary team in reimagining the PGA Tour University experience, coordinating research, strategy, design, and stakeholder engagement across the project.

- Translated an ambiguous business challenge into clear user journeys and experience opportunities for student-athletes, coaches, fans, and partners.
- Planned and facilitated co-design workshops with 18 cross-functional stakeholders, aligning diverse perspectives around a shared experience vision.
- Directed development of the program's digital experience, brand system, and communications framework from research through final recommendations.

User Experience Designer | Deloitte Digital x SCADpro

Jan 2023 – Mar 2023

- Led a multidisciplinary team through a client innovation engagement, managing the project from research and discovery through concept development and final delivery.
- Synthesized complex research into journey maps, service blueprints, experience frameworks, and prioritized opportunities that informed the client's future-state strategy.
- Facilitated design sprints and cross-functional working sessions, balancing user value, business priorities, technical feasibility, and scalability.
- Presented strategic recommendations and high-fidelity experience concepts to executive stakeholders, building alignment around future experience direction.

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.