



JAVIER VENEGAS

UX & PRODUCT DESIGN LEAD

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I'm Javier, a Graphic Designer by profession. During my career, I've added value in the different roles I've had to play as a designer, always seeing beyond, learning, building myself, sharing and growing.

/in/javiervenegas

/javivenegas.design

Today I'm UX Lead at Globant for Univision's new OTT platform project, defining and implementing the UX Strategy to be conducted in the Design process and leading the Design Team through the necessary steps for achieving the business goals with a User Centered Design approach.



DIVE.

To design the better solution first we need to know and understand the product.



RESEARCH.

I interview, analyze metrics and empathise to detect user needs.



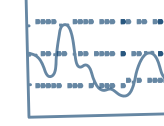
DESIGN.

I design a prototype to validate my hypothesis.



TEST.

I obtain usability metrics. Iterate and then back to prototype again if needed.



MEASURE.

I follow my solution once put into production to see how it works.

EXPERIENCE



SENIOR USER EXPERIENCE DESIGNER & TECHNICAL LEAD

GLOBANT | SEP 2021 - TODAY

Senior User Experience Designer for Univision's new OTT platform project, defining and implementing the UX Strategy to be conducted in the Design process and leading the Design Team through the necessary steps for achieving the business goals with a User Centered Design approach.

As part of the User Experience team, I've conducted the research and deep business analysis to understand and guide the team through both user needs and business goals. Main result of that was the comprehension and definition of our User Personas, several Benchmarks and Best practices definitions for designing in big screens (CTVs).

I defined and implemented the User testing process and steps, executed and presented the results to the main Stakeholders in order to teach the discipline and involve them from the beginning, seeking for a collaborative work between Experience and Business.

As Technical Lead, my role is to guide the team in the best practices for Product Design and lead the strategy for new Engagement initiatives through a process of Research, Prioritization Workshops and Planification of next steps.

HEAD OF UX

DCSPARK | JUN 2021 - SEP 2021

As Head of UX I'm in charge of carrying out the process of dive, research, prototype and deliver the designs of decentralized solutions with focus on optimize the user experience for a wide variety of clients and new users.

UX LEAD

ITAÚ BANK | OCT 2019 - JUN 2021

As a UX Lead my daily job was to lead, guide and coordinate the team in the experience and visual aspects, delivering alignments and definitions for the correct use and composition of the various digital projects we worked on as a bank, securing visual consistency and communication coherence, and also the best user experience using our digital platforms.

As a Designer, I also dedicate time to lead the first Design System initiative for Itaú Bank, coordinating the team and boosting the development of this essential tool.

UX DESIGNER

KI TECHNOLOGY/NISUM FOR ITAÚ BANK | MAR 2017 - OCT 2019

UX responsible for projects related to increasing the satisfaction of our clientes designing new experiences for the principal products of the bank (money transfer, account information, credit card information, and others). I also worked as a Cluster Leader for one of the clients segments called Persona Física (PF), coordinating initiatives, addressing each one of them with a solid product and user research, identifying user pains, analyzing metrics and testing prototypes for an optimum result.

DIGITAL DESIGNER

CDF FOOTBALL CHANNEL (NOW TNT SPORTS) | ENE 2015 - MAR 2017

As a Digital Designer I was highlighting myself in my role until I was responsible for the digital area of the organization. I designed internal and external campaigns. I was a member of the new digital strategies design committee and I started to apply the UX concept and its tools in a organization that didn't know about this: usability testing, kanban board, wireframes and navigation flows.

ART DESIGNER

AC DESIGN | MAR 2013 - ENE 2015

Designer with focus on creative digital communication, mailing and banner design. Art director for advertising campaigns and occasional illustrator for specific projects of the agency with clients such as Budnik, Rio Claro Export and Valle de Auco Cemetery.

MULTIMEDIA DESIGNER

TERRA NETWORKS S.A. | MAR 2009 - MAY 2010

Landing page and Flash infographics designer for the digital channels of Terra: website and mobile phones.

EDUCATION



UX/AI DIPLOMAT

UNIVERSIDAD CENTRAL | 2017

UX and AI Diplomat oriented to the UX professional development with focus in enhance required specific skills needed in the use of tools and methodologies in the web and software projects development.

HOW TO BECOME A UX DESIGNER AND USER RESEARCH COURSES

INTERACTION DESIGN FOUNDATION | 2016

Online courses program specialized in design with the goal of boosting and enhancing the professional career through certificates validated by the leaders of the industry.

ANIMACIÓN DIGITAL

DUOC UC | 2010 - 2013

LICENCIATURA EN DISEÑO

UNIVERSIDAD MAYOR | 2008

Bachelor's Degree oriented in the formation of the Designer from the entrepreneurship and social responsibility, with focus towards a proactive and propositve professional behavior against work challenges with innovative and creative responses.

DISEÑO GRÁFICO

DUOC UC | 2003 - 2007

ENSEÑANZA MEDIA

COLEGIO SAN VICENTE DE PAUL | 2000 - 2002

TECHNICAL SKILLS

User profile
User Research/Needfinding
Interviews, surveys
Participatory design
Personas
Data-Driven-Design
Data Analysis
Benchmark
Wireframes, wireflows
Heuristic evaluation
Usability testing
Cognitive Walkthrough
Information Architecture
Design alignments
Ideation workshops
Design Thinking
Team coordination
Best practices
Journey maps

SOFT SKILLS

Strong communications skills
Deep sense of empathy
Analytical capacity
Product vision
Big-picture thinker
Clear thinker
Adaptable
Teammplayer
Hands-on
Committed

TOOLS

Figma
Sketch
Invision
Maze
Adobe Design Pack
Google Analytics

LANGUAGES

Spanish Native
English C1-C2 Proficient
German Basic