Ariel Colque Herrera

UX & Product Designer – Focused on Research, Systems & Scalable Design

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C.A.B.A. - Buenos Aires

EXPERIENCE

UX/UI Designer - Coca Cola Embol & Embonor

June/2024 - July/2025 | Full-time Job | Bolivia

- As Lead UX/UI Designer for Bolivia I drove the end-to-end UX process for three key B2B digital products serving small to mid-sized formal and informal retailers.
- I led user research initiatives—including card sorting, interviews, and usability testing with Maze—to ensure product decisions reflected real customer needs in Bolivia and Chile.
- I redesigned the sellers' app to enhance its information architecture, scalability, and usability, while ensuring consistent Design System implementation (built in React) across all touchpoints.
- Additionally, I created technical documentation and detailed design specs to align developers and designers, reducing handoff errors and implementation delays.
- I applied data-driven design decisions, leveraging Google Analytics 4 to build user funnels, analyze processes, and track key user events.

UX/UI Analyst - Banco Nacional de Bolivia S.A.

February/2023 - June/2024 | Full-time Job | Bolivia

- At BNB, I introduced a structured UX design process to improve collaboration between design, development, and business teams—enabling better alignment with product requirements.
- I developed and maintained a Design System in Figma covering mobile, web, and ATM experiences, which standardized visual language and components across platforms.
- I led usability testing sessions, managed design iterations, and championed the adoption of collaborative tools like Notion, Figma, and Maze.
- My work contributed to the redesign of the mobile banking app (v7.0), improving user flows, accessibility, and customer satisfaction. I also supported the design of internal platforms and public-facing web interfaces.

UX/UI Engineer - iZi Soluciones Digitales S.A.

January/2022 - December/2022 | Full-time Job | Bolivia

- At iZi, I worked at the intersection of design and development, bridging both worlds to accelerate implementation and maintain design consistency.
- I contributed to the evolution of the AngularJS platform (v3.0), applying Atomic Design principles and BEM methodology.
- I maintained the Design System and collaborated on high-fidelity wireframes using Figma, guided by user journey mapping.
- I also conducted user testing (card sorting, user flow testing) and translated findings into actionable insights for product improvement.

Web Developer - Centro Boliviano Americano

Semester 2/2021 | Internship | Bolivia

- I redesigned the institutional website for CBA La Paz, aligning it with user needs and internal branding guidelines.
- I was responsible for the end-to-end design and implementation using Figma, WordPress, HTML, and CSS, delivering a more intuitive and responsive site.

EDUCATION

Bachelor's Degree in Systems Engineering

Universidad Catolica Boliviana "San Pablo"

2018 - 2022, Graduated with Honors

SOCIAL

Portfolio: www.arielcolqueh.com
Linkedin: linkedin.com/in/ariel-colque-herrera-447b601b9
Figma: figma.com/@arielcolqueh

Core Skills

- **UX Strategy & Research** User-centered research, usability testing, journey mapping, and product discovery for informed decision-making.
- **UI & Product Design** Design Systems, responsive interfaces, mobile/web design, and scalable design patterns.
- **UX Engineering & Technical Design** HTML, CSS/SASS, BEM, and bridging design with front-end implementation for seamless delivery.
- **Collaboration & Documentation** Cross-functional teamwork, stakeholder communication, design specs, and process documentation in agile environments.
- **Soft Skills** Empathy, adaptability, clear communication, strategic thinking, and user advocacy.

Tools

- **Design & Prototyping:** Figma, Adobe XD, Balsamiq, Protopie
- **User Testing:** Maze, Useberry, Hotjar
- **Workshops & Ideation:** Miro, Mural, FigJam, Whimsical
- **Project & Product Tools:** Jira, Slack, ClickUp
- **Other:** WordPress, Google Analytics

Languages

- Spanish (Native)
- English (B2) - Toefl IBT Score 88