Ariel Colque Herrera

Semi Senior UX/UI Designer & Product Designer

ariel.colque.herrera@gmail.com
La Paz - Bolivia

EXPERIENCE

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

Full-time Job

February/2023 - Present

As a member of the team, my job involved several responsibilities:

- I **implemented a comprehensive design process** across all projects, ensuring a smooth workflow and facilitating effective communication with high-level authorities at the Bank.
- I devised a comprehensive **UX Research Process** to enhance the requirements survey, ensuring that both the **Design Team and Dev Team** collaboratively construct the ideal solution for the specific problem at hand.
- I spearheaded the implementation of a robust **Design System** made with figma for all of the products of the bank (Mobile/Web/ATM). This system served as a guiding framework, encompassing guidelines, components, and assets to ensure a cohesive and unified visual language and user experience throughout the organization.
- I championed the **adoption of Notion, Figma, and Maze**, leveraging their capabilities to streamline collaboration, iterate designs efficiently, and conduct thorough user testing.
- I was a member of the team responsible for the **redesign of the mobile application**, leading it to its 7.0 version by incorporating modern design patterns and optimizing user flows.
- I collaborated in creating various designs, encompassing web pages, internal software, and software tailored for bank clients.

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

Full-time Job

January/2022 - December/2022

As a crucial member of the team, my job involved several key responsibilities:

- I acted as the **middleman between the Design and Development Teams** due to my expertise in both fields.
- I was responsible for **maintaining and updating the Design System** and Wireframes as needed.
- I **created the Journey Maps** to guide the design of new high-fidelity wireframes in Figma.
- I updated the AngularJS web/app to version 3.0, incorporating **best practices such as Atomic Design and BEM pattern in HTML and SCSS**.
- I was a critical player in the development of a new company service, designing necessary widgets and wireframes based on the Design System.
- I was part of the UX testing team, **conducting card sorting, user flow tests**, and producing detailed reports based on the results obtained from user testing.

Web Developer - Centro Boliviano Americano

Internship

Semester 2/2021

I was fully dedicated to **redesigning the website** of CBA La Paz, utilizing my expertise in UX and UI design to meet requirements and adhere to the team leader's design guidelines. I utilized tools such as **Figma, Wordpress, CSS, and HTML** to bring the design to life and develop the website.

EDUCATION

Student of System's Engineering

Universidad Catolica Boliviana "San Pablo"

2018 - 2022, Graduated with Honors

Tecnicature

Centro Boliviano Americano

2014 - 2018, Regular & Advaced Courses

ONLINE EDUCATION

Interaction Design Foundation

Uxcel

Udemy

Platzi

Edx

Skills

- UI Design (Design System Maintenance, Mobile/Web Design, Design Patterns Implementation, Atomic Design).
- UX Analyst (Design System Implementation, UX/UI Tools implementation).
- UX Research (Card sorting, Usability Testing, A/B Testing, Qualitative/Quantitative Data Analysis).
- UX Engineering (HTML, CSS, SASS/SCSS, BEM Pattern, Design System Construction).
- UX Design (Human Center Design, Design Thinking, Human Computer Interaction, Journey Mapping, Accessibility, Responsive Design, Adaptive Design).

Soft Skills

- Empathy
- Leadership
- Adaptability
- User-Centered Approach
- Communication

Proficiency Tools

- Design & Prototyping (Figma, Adobe XD, Balsamiq, Marvel, Protopie)
- Testing & Metrics (Maze, Hotjar)
- Flowcharts & Whiteboards (Miro, Mural, Whimsical, Figjam)
- Google Suit (Forms, Gmail, Sheets, Calendar)
- Product Management (Jira, Slack, ClickUp)

Languages

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

Social

- www.arielcolqueh.com
- www.linkedin.com/in/ariel-colque-herrera-447b601b9/
- figma.com/@arielcolqueh
- https://app.uxcel.com/ux/P10NLYT2MRN8