

# Ariel Colque Herrera

## Semi Senior UX/UI Designer & Product Designer

### EXPERIENCE

#### UX/UI Designer - Coca Cola Embol & Embonor

Full-time Job

June/2024 - Present

As a key UX/UI designer in Bolivia:

- **I ensured that local customer feedback** was fully integrated into product designs, specially in our B2B platform.
- **I led the UX research processes**, including card sorting, user interviews, and usability testing through Maze, across three core products aimed at small to mid-sized formal and informal stores. To ensure seamless implementation.
- **I developed comprehensive technical documentation** for our Design System, which was built in React to provide cohesive guidelines and components.
- I am in charge of an entire product: our sellers' app. This role required me to **improve its architecture, enhance scalability, and drive continuous improvements.**
- My work ensured the **Design System was applied consistently across all products**, optimizing both design quality and user experience.

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

Full-time Job

February/2023 - June/2024

As a key team member,

- **I implemented a comprehensive design process** to ensure smooth project workflows and foster effective communication with senior stakeholders at the Bank.
- **I developed a UX research process** to enhance requirements gathering, ensuring close collaboration between the Design and Development teams for tailored solutions.
- **I led the creation of a robust Design System** in Figma for the Bank's Mobile, Web, and ATM platforms, providing cohesive guidelines, components, and assets for a unified user experience.
- **I championed the use of tools like Notion, Figma, and Maze** to streamline collaboration, design iteration, and user testing.
- **I contributed to the redesign of the mobile app**, leading its evolution to version 7.0 by integrating modern design patterns and optimizing user flows. My work also included **designing web pages, internal software**, and solutions tailored for the Bank's clients.

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

Full-time Job

January/2022 - December/2022

As a team member:

- **I bridged the gap between Design and Development teams**, leveraging my expertise in both areas.
- **I maintained and updated the Design System and wireframes, while creating Journey Maps** to guide high-fidelity wireframe design in Figma.
- **I updated the AngularJS web/app to version 3.0, applying Atomic Design and BEM principles.** Additionally,
- I played a crucial role in designing widgets and wireframes for a new company service.
- **I was also part of the UX testing team**, conducting card sorting, user flow tests, and generating detailed reports from the results.

#### 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

#### Bachelor's Degree in Systems Engineering

Universidad Catolica Boliviana "San Pablo"

2018 - 2022, Graduated with Honors

#### Tecnicature

Centro Boliviano Americano

2014 - 2018, Regular & Advaced Courses

ariel.colque.herrera@gmail.com

La Paz - Bolivia

### 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).
- Documentation (Confluence/ Notion)

### Soft Skills

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

### Proficiency Tools

- Design & Prototyping (Figma, Adobe XD, Balsamiq, Marvel, Protopie)
- Testing & Metrics (Maze, Useberry, 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](http://www.arielcolqueh.com)
- [www.linkedin.com/in/ariel-colque-herrera-447b601b9/](http://www.linkedin.com/in/ariel-colque-herrera-447b601b9/)
- [figma.com/@arielcolqueh](https://figma.com/@arielcolqueh)
- <https://app.uxcel.com/ux/P10NLYT2MRN8>