

# Ariel Colque Herrera

UX & Product Designer | Research, Systems & Scalable Product Design

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## Professional Summary

Product-oriented UX Designer with experience across SaaS, B2B, and financial services in LATAM and the US. Known for designing scalable information architectures, establishing design systems from zero, and introducing structured UX processes in complex organizations. Strong bridge between design, engineering, and business, with a systems-thinking mindset and research-driven decision making.

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## Professional Experience

### UX Designer – Venza

*Nov 2025 – Present | United States | SaaS | Remote*

#### Context

Venza is a growing SaaS platform undergoing early-stage product definition, requiring scalable UX foundations, design governance, and alignment across product and engineering.

#### Key Contributions

- Defined the core information architecture for the platform, establishing navigation models and content hierarchy to support future feature growth.
- Designed the UX foundations for the MVP, ensuring consistency and scalability ahead of implementation.
- Established design system foundations including tokens, components, and reusable patterns aligned with new brand guidelines.
- Introduced a structured UX workflow connecting discovery, design, and delivery phases.
- Produced detailed design specifications and documentation to reduce ambiguity, handoff friction, and implementation risk.

#### Impact

- Enabled faster engineering execution by reducing design-related blockers.
- Created a shared UX language across product, design, and engineering teams.

### UX Designer – Coca-Cola Embol & Embonor

*Jun 2024 – Jul 2025 | Bolivia & Chile | B2B Platforms | Hybrid*

#### Context

Led UX initiatives for B2B digital products serving small and mid-sized formal and informal retailers across multiple markets.

#### Key Contributions

- Led end-to-end UX processes for three core B2B products, from research and discovery to design and validation.
  - Conducted qualitative and quantitative research (interviews, card sorting, usability testing) to inform product decisions.
  - Redesigned the sellers' app, improving information architecture, usability, and scalability.
  - Ensured consistent implementation of a React-based Design System across products.
  - Leveraged GA4 to define user funnels, analyze behaviors, and support data-informed design decisions.
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## Impact

- Improved usability and task completion for retailer-facing applications.
- Increased alignment between UX, product, and engineering teams across regions.

## UX/UI Analyst – Banco Nacional de Bolivia

Feb 2023 – Jun 2024 | Bolivia | Financial Services | On-site

### Context

Worked within a highly regulated banking environment with legacy systems and multiple digital touchpoints.

### Key Contributions

- Introduced a structured UX process, improving collaboration between design, development, and business stakeholders.
- Designed and maintained a cross-platform Design System covering mobile, web, and ATM experiences.
- Led usability testing cycles and iterative improvements for the mobile banking app (v7.0).
- Supported internal platforms and public-facing digital products.

## Impact

- Improved consistency and accessibility across digital banking experiences.
- Reduced rework by aligning teams early through UX documentation and validation.

## UX/UI Engineer – iZi Soluciones Digitales

Jan 2022 – Dec 2022 | Bolivia | Hybrid

### Context

Worked at the intersection of design and front-end development on enterprise platforms.

### Key Contributions

- Bridged design and development to ensure design feasibility and implementation consistency.
- Contributed to the evolution of an AngularJS platform using Atomic Design principles and BEM methodology.
- Collaborated on high-fidelity wireframes and user journey mapping.
- Conducted user testing and translated findings into actionable improvements.

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## Education

B.Sc. Systems Engineering – Universidad Católica Boliviana San Pablo  
2018 – 2022 · Graduated with Honors

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## Design Philosophy

**Strategic design is about reducing risk before it becomes expensive.**

Code is costly to build, maintain, and undo. My approach prioritizes making the right design decisions before a single line of code is written. Through research, information architecture, and system-level thinking, I focus on validating assumptions early—even when it takes more time upfront—to save time, money, and effort during implementation and scaling.

Good design is not speed for speed's sake; it is clarity that enables teams to move fast later with confidence. This is how design becomes a strategic lever, not a cosmetic layer.

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## **Skills & Expertise**

### **Product & UX Strategy**

- Problem framing and discovery
- User research and validation
- Information architecture
- UX governance and process design

### **Design & Systems**

- Design Systems (tokens, components, patterns)
- Responsive web and mobile design
- Scalable UI architectures

### **Technical & Collaboration**

- HTML, CSS/SASS, BEM
  - Design–engineering collaboration
  - Documentation and design specs
  - Agile and cross–functional teamwork
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## **Tools**

Figma, Maze, GA4, Hotjar, Miro, Jira, Notion, WordPress

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## **Languages**

Spanish (Native) · English (B2 – TOEFL iBT 88)