Ariel Colque Herrera

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

UX Designer – Venza

Nov 2025 – Present | United States | Remote

- Defined the information architecture and UX foundations for a new SaaS platform, enabling scalable and future-ready implementation.
- Established design system foundations (tokens, components, patterns) aligned with new branding and long-term product growth.
- Introduced a structured UX process, improving alignment between product, design, and engineering teams.
- Created design specifications and documentation to reduce handoff friction and implementation risk.

UX Designer – Coca-Cola Embol & Embonor

Jun 2024 – Jul 2025 | Bolivia & Chile | Hybrid

- Led end-to-end UX for B2B digital products used by small and mid-sized retailers across Bolivia and Chile.
- Conducted user research (interviews, card sorting, usability testing) to validate product decisions and improve information architecture.
- Redesigned the sellers' app, improving scalability and usability while ensuring consistent implementation of a React-based Design System.
- Used GA4 funnels and event tracking to support data-informed design decisions.

UX/UI Analyst – Banco Nacional de Bolivia

Feb 2023 – Jun 2024 | Bolivia | On-site

- Introduced a structured UX process, improving collaboration and alignment between design, development, and business teams.
- Built and maintained a cross-platform Design System (mobile, web, ATM) in Figma.
- Led usability testing and iterative improvements for the mobile banking app (v7.0), enhancing user flows and accessibility.

UX/UI Engineer – iZi Soluciones Digitales

Jan 2022 – Dec 2022 | Bolivia | Hybrid

- Bridged design and front-end development to ensure consistency and faster implementation.
- Contributed to the evolution of an AngularJS platform using Atomic Design and BEM.
- Translated user testing insights into actionable product improvements.

Education

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

Core Skills

- UX Strategy & Research (problem framing, interviews, usability testing)
- Scalable Product & UI Design (Design Systems, responsive web & mobile)
- UX Engineering (HTML, CSS/SASS, BEM, design–engineering collaboration)
- Documentation & Cross-functional Collaboration (Figma, Notion, agile teams)

Tools

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

Languages

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