Juan Barrera

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Current role	Senior Designer at Designity and Lead Product Designer at Imperium Design	
Experience	Fintech, Healthcare, B2C, Hospitality, Retail, B2B, Lifestyle, Design, Events, SaaS, Real Estate, Entertainment	
Technologies	Adobe Creative Suite, Figma, Airtable, Hotjar, Hubspot, GSuite, Zendesk, JIRA, Slack, Wordpress, Asana	

In 3–5 years I want to be…

leading a design team, driving innovative solutions, and setting industry standards. Combining my leadership experience with design trends to create amazing user experiences that are accessible to all

Work experience

Senior Designer, Designity 🏷️   Jun 2023 – Present (9m)

Your US–Based Creative Team Led by a Creative Director
Fintech · Healthcare · B2C · Hospitality · Retail · B2B · Lifestyle · Design

Adobe Creative Suite   Figma   Airtable   Hotjar

- Responsibilities:
- Conduct user research to identify user needs and pain points
- Create wireframes, prototypes, and high-fidelity designs for web and mobile applications
- Develop user journeys, personas, and other design artifacts to inform design decisions
- Collaborate with other designers and developers to ensure the design vision is executed effectively
- Conduct usability testing and incorporate feedback into design iterations
- Stay up-to-date with the latest design trends, tools, and technologies

Lead Product Designer, Imperium Design 🔰   Sep 2018 – Present (5y 6m)

Adobe Creative Suite   Figma   Hubspot   GSuite   Zendesk

- Conducted user research to inform design decisions and improve user experience
- Developed wireframes, prototypes, and high-fidelity designs for web and mobile applications
- Created user journeys and personas to guide the design process and ensure target audience alignment
- Collaborated with team members to achieve successful implementation of design objectives
- Utilized user testing and feedback to enhance usability and optimize final product
- Stayed abreast of industry trends, tools, and technologies to drive innovative design solutions

Lead Product Designer, Stealth Startup ⬤   Jun 2022 – Oct 2023 (1y 4m)

Fintech · Events · SaaS

`Adobe Creative Suite`   `Figma`   `JIRA`   `Slack`

- Joined as the first product designer; created design system to ensure consistency across our suite of products both on web and mobile

- Conducting user research to understand our users' goals, behaviors, pain points, and needs

- Collaborating with cross-functional teams including product managers and engineers

Head Of Visual Design, Digital 520 🖥️   Mar 2023 – Sep 2023 (6m)

Premier web development and digital marketing agency
Lifestyle · Real Estate

`Adobe Creative Suite`   `Figma`   `Wordpress`

- Drove the creative vision and delivered visually stunning experiences as Head of Visual Design, consistently exceeding client expectations.

- Collaborated with a talented design team to ensure exceptional design solutions and maintain consistency across all projects.

- Pursued innovative design concepts that elevated the quality of our work and set new industry standards.

Graphic Designer, EdgeFactory 🏭   Oct 2022 – Sep 2023 (11m)

Adding edge by designing immersive experiences through creat
Entertainment

`Adobe Creative Suite`   `Figma`   `Asana`

- Created and executed visually stunning design solutions for a variety of marketing materials, including screens, brochures, flyers, posters, and presentations.

- Collaborated with cross-functional teams, including producers and other designers, to ensure designs met client objectives and were consistent with brand guidelines.

- Successfully managed multiple projects simultaneously while delivering high-quality results within tight deadlines.

- Stayed up-to-date with industry trends, tools, and techniques in graphic design, UX, UI, and 3D design to continuously improve work.

Education

Cal Baptist University   Sep 2015 – Oct 2019 (4y 1m)

Bachelor's Psychology

Snippets

My biggest achievement is...
Six years ago, I chose to follow my passion for design over a conventional career path. This decision stemmed from a deep realization that my creativity and imagination were being stifled. Through dedicated education, training, and freelancing, I've honed my design skills and crafted meaningful experiences. I'm eager to bring my expertise to a forward-thinking company where I can further evolve as a designer and contribute to impactful projects

More about me

I want to work for a company that...

fosters a culture of collaboration and continuous learning. It values user-centric design and encourages innovation, ensuring products resonate with and benefit the end-users.

In 3-5 years I want to be...

leading a design team, driving innovative solutions, and setting industry standards. Combining my leadership experience with design trends to create amazing user experiences that are accessible to all

Languages

English, Spanish

I'm excited to work for a fast-growing company because...

I thrive in dynamic environments where I can rapidly iterate and adapt to new challenges. A fast-growing company offers the opportunity to shape evolving products and directly impact user experiences.

Interests

3D Design, Typography, Ai Tools, and Writing