



Juan Pablo Barrientos L.

Resume

Location	Leipzig, Germany
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Portfolio	Not available in public resume
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Professional and personal profile

I am a User Experience Designer with strong skills in Front-end Development with over 13 years of experience in humanizing technologies and designing highly functional, user-centered digital products that meet business goals.

Throughout my career, I have founded two companies and worked for major media groups and agencies, as well as e-commerce and software-as-a-service products in Chile, Australia and Germany. This experience has given me the expertise to analyze business objectives through UX, deliver effective solutions that align user needs with business goals, and facilitate clear and efficient communication between business, design, and development teams.

Core skills & competencies:

- Information architecture
- User Personas and Customer Journeys
- QL & QT Research
- Rapid prototyping of concepts and ideas through sketches and wireframing
- Design Systems
- Prototyping
- User interface Design
- HTML / CSS (Sass) and Javascript (VueJS)
- Figma / Sketch / PS
- Flinto
- Learn and apply approach
- Creative thinker
- Out of the box problem solver
- Resourceful
- Sense of humor

Experience includes:

- 60+ projects completed in the last twelve years.
- 8+ years of working with remote and multidisciplinary teams.



Work experience

Peek & Cloppenburg, UX Designer

Düsseldorf, Germany / Oct 2022 – Present

Peek & Cloppenburg is one of the largest fashion retailers in Germany and the biggest omnichannel shop across Europe, well known for its commitment to providing a high level of customer service and its focus on creating an enjoyable shopping experience.

Componata, UX Designer & Front-end Developer

Leipzig, Germany / Mar 2020 – Sep 2022

Componata is a German B2C and B2B shop that specializes in building pre-made and custom-made gift boxes using an online configurator with hand-picked products from all over the world in a top-notch packaging experience with a handwritten greeting card, delivered directly to the recipient.

My responsibilities and achievements included:

- Full UX Bootstrap of the online shop MVP and its configurator for B2C and B2B, as well as the User Interface Design and its implementation of the components in CSS and JS (VueJS).
- Successful CRO and overall sales growth for B2B customers by introducing specific features resulted from continuous improvement and analysis of customer behavior analytics.
- Implementation of live A/B testing platform to validate CRO experiments.

Tickets75, UX Designer & Front-end Developer

Leipzig, Germany / Apr 2019 – Feb 2020

Tickets75 was a commercial ticket agency that specializes in arranging tickets for entertainment and sports events that are usually sold out in Germany, Austria and Switzerland.

My responsibilities and achievements included:

- Metrics and customer behavior analysis for implementing improvements for the ticket selection and the checkout process.
- Introduced new metric points for measuring the effectiveness of the purchasing funnel with focus on the interface usability for further and continuous improvements of the customer journey.
- Complete redesign of the new ticket selection interface for desktop and mobile devices, through UX, IA and HQ Wireframing and its further Front-end implementation.



eClass, Product Design Lead

Santiago, Chile / May 2014 – Nov 2016

eClass is an education company that offers business, english and corporate training courses in a blended-learning way: in-person and e-learning for 1 million users. Clients include: FOX, Anglo American, Google, Coca-Cola, Mercedes-Benz, etc.

My responsibilities and achievements included:

- In charge of the redesign of the entire courses administration panel, which later became one of the main products of the company, which allows organizations to create and manage their own classrooms to train their employees, with multimedia contents, exercises, tests, qualifications, among other functionalities and features.
- Small team management, formed by 1 journalist, 1 graphic designer, 1 front-end and 2 back-end developers.
- Information architecture, UX and wireframing of the entire platform in every single stage.
- Implementation of new technologies inside the team: NodeJS, AngularJS, Gulp and Sketch.
- Automation of front-end development processes.
- Research and analysis of new technologies.
- User research and hypothesis validation.
- A/B testing of interfaces.
- Writing reports to the board members of the company about the progress of the project.
- Documentation about technical processes inside the team.

Kewen, Founder & CEO / Product Designer

Santiago, Chile / Nov 2012 – Aug 2014

Kewen was a SaaS built to make content viral through social media conversation box, which collects geographic, demographic and psychographic data from users, which was used by the main media groups in Chile, including Radio Zero, Radio Carolina, Google Chile, TVN (main national TV channel), VTR and Movistar (both, main cable TV and Internet providers in Chile), allowing to those companies know in a deep way their audience and make better business and content decisions. [Kewen won the 7th generation of Start-Up Chile contest and raised USD \\$40K in capital.](#)

Start-Up Chile (SUP) is a public startup accelerator and is the leading in LATAM, among the TOP 10 globally, created by the Chilean Government for high-potential entrepreneurs to bootstrap their startups and use Chile as a foundation. Each generation selects the best 100 projects among 5000+ applicants from all over the world.

My responsibilities and achievements included:

- Research process, information architecture, UX and wireframing of the entire app.



- Writing proposals for prospective clients, lead follow and deals closing.
- Supervising the execution of technical development of the app.
- Strategic planning.
- 5.3 millions of interactions in social conversations in four countries of Latin America during the first year.

Plumón, Co-Founder & UX Designer + Front-end Developer

Santiago, Chile / Nov 2009 – Nov 2012

Plumón was a digital agency mainly focused in the development of web and mobile projects, and social networks management in the marketing industry.

My responsibilities and achievements included:

- Digital technical consultant for creative campaigns (scope through to development).
- Supervising the execution of product development.
- Work with traditional marketing agencies to define scope of projects out of their field of experience and aid with their development needs.
- UI/UX and Front-end development.

El Mostrador, Front-end Developer

Santiago, Chile / Oct 2009 – Feb 2010 & Feb 2011 – Nov 2011

El Mostrador is one of the most popular online newspapers in Chile, its coverage is mostly about political news.

My responsibilities and achievements included:

- Complete front-end development of the 2010 version of the newspaper website.

Betazeta Networks, Front-end Developer

Santiago, Chile / Dic 2008 – Sep 2009

Betazeta is the largest network of online communities in Latin America, including Wayerless, Belelú, Niubie, CHW and FayerWayer, the most influential blog in the spanish speaking language for 11 years running. Based in Santiago, with offices in Mexico and Madrid, Betazeta and its network gathers over 20 million people each month.

My responsibilities and achievements included:

- Complete front-end development of the 2010 version of Belelú, Niubie and FayerWayer.



References

Not available in public resume

Languages

- Spanish: Native.
- English: Advanced, spoken and written. ETS TOEFL iBT Test – Score 97/120, 2019.

Other skills

- Intermediate to advanced Javascript.
- Intermediate to advanced VueJS (2, 3).
- Knowledge of Angular and ReactJS.
- Advanced theme development & integration in WordPress.
- Advanced user skills on OS X.
- Intermediate skills on Linux/Unix.
- Advanced user on Google Docs, Office & iWork suites.
- Advanced design skills on Photoshop, Sketch App, Figma, Invision.
- Intermediate skills on Illustrator & Premiere.
- Intermediate programming skills on PHP and various frameworks.
- Other programming & tools include Git, Docker, Gulp, NPM, bash.
- Arduino.

Misc skills – *Hobbies*

- Music production.
- Advanced user skills on Digital Audio Workstations like Ableton Live, Logic Pro.
- Filming production and editing.
- Analog photography.
- Cooking!