



# Juan Pablo Barrientos L.

## Resume

Address	Not available in public resume
Phone Number	Not available in public resume
Nationality	Chilean
Age	30 years
Email	<a href="mailto:m.juanpablob@gmail.com">m.juanpablob@gmail.com</a>
LinkedIn Profile	<a href="https://www.linkedin.com/in/juanpablob">https://www.linkedin.com/in/juanpablob</a>
Git Profile	<a href="https://github.com/juanpablob">https://github.com/juanpablob</a>
Website	<a href="http://juanpablob.com">http://juanpablob.com</a>

## Professional and personal profile

Self-made Visual Product Designer with 10+ years of experience with a deep understanding of user-centered design with focus on usability and strong skills of Front-end Development.

During my career I have worked for main media groups and agencies in Chile and founded two companies, which gave me experience analysing business objectives and serving as interlocutor in between business, design and development teams, enabling the delivery of effective solutions, mainly towards MVP development and product/ideas prototyping.

### Core skills & competencies:

- User and analytics research.
- Information architecture.
- Rapid prototyping of concepts and ideas through sketches and wireframing.
- Journey mapping.
- Prototyping.
- User interface design.
- HTML / CSS (Sass) and Javascript (Vanilla and ReactJS / VueJS).
- Sketch / Figma / PS.
- Learn and apply approach.
- Creative thinker.
- Out of the box problem solver.
- Has a sense of humour.

### Experience includes:

- 60+ development projects completed in the last six years
- 10+ years of developer experience
- 6+ years of working with remote and multidisciplinary teams



## Work experience

### **Tickets75, UX Designer & Front-end Developer — Leipzig, Germany, Apr 2019 - February 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, Head of Product Design — Santiago, Chile, May 2014 - Nov 2017**

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

#### **My responsibilities and achievements included:**

- In charge of redesign of the entire courses administration panel, which later became in one of the main products of the company, that allows organizations create and manage their own classrooms to train their employees, with multimedia contents, exercises, tests, qualifications, etc.
- 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, Nov 2012 - Aug 2014**

Kewen was a SaaS built to make contents viral through social media conversation box, which collects geographic, demographic and psychographic data from users, which was used by main media groups in Chile, included 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:**

- Complete 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 & CTO / Developer – Santiago, Nov 2009 - Nov 2012**

Plumón is 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 products development.
- Work with traditional marketing agencies to define scope of projects out of their field of experience and aid with their development needs.
- Front-end development.



## **El Mostrador, Front-end Developer — Santiago, 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, 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.

## Languages

- Spanish: Native.
- English: Advanced, spoken and written. ETS TOEFL iBT Test — Score 87/120, 2019.

## Other skills

- Advanced theme development & integration in WordPress.
- Knowledge and have played with ReactJS and VueJS frameworks.
- Advanced user skills on Linux & OS X.
- Advanced user and intermediate administrations skills on Windows.
- Advanced user on Google Docs, Office & iWork suites.
- Advanced design skills on Photoshop & Sketch App. (Sketch, Photoshop).
- Intermediate skills on Illustrator & Premiere.
- Intermediate programming skills on PHP, CakePHP and SailsJS (NodeJS)
- Other programming & systems tools include Git, Vagrant, Virtualbox, 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.