

Juan P. Ayala

Senior Product Designer

Experienced professional and native speaker with over 9 years of experience in designing websites, iOS, Android and TV apps.

Proficient in Visual, Strategy and Product Design, Accessibility, Team Leadership, Mentoring, Heuristic Evaluation, Design Thinking, Data Analysis, Programming, Reporting, A/B Testing, Prototyping, Usability Testing, Wireframing, Information Architecture, and fluent in English, Spanish, and Portuguese languages.

Skills

Figma, Figjam, Sketch, Adobe Suite, Balsamiq, Zeplin, HTML5, CSS3, Javascript, Visual Studio, Bootstrap, Miro, Mural, R Programming, Heap, Hotjar, and Dovetail.

Contact

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Education

2016 - 2018

BA in Graphic Design

Dublin Institute of Design
Dublin, Ireland

2008 - 2012

BS in Business Administration
and Graphic Design

Nueva Esparta University
Caracas, Venezuela

Work experience

Senior Product Designer

Hertz, Ireland

Aug 2023 - Current

- Released core features to the Fleet Connectivity hub with over 14K users, improving their experience by adhering to **gestalt and usability principles**.
- Evaluate and enhance the Fleet Connectivity Hub and Maintenance Overwatch UX/UI standards implementing **heuristic evaluations** and **accessibility audits**.
- Process qualitative and quantitative findings utilizing Teams, Dovetail, Microsoft Forms and Hotjar to refine flows, blueprint and experience.
- Collaborate in **workshops** with cross-functional teams in Mural and Miro to create roadmaps, tickets, problem statements, hypotheses, scenarios, user stories and assets.
- Report on **data analysis, UX and UI assessments** in Confluence and DevOps to improve decision making and produce multi-device designs.
- Develop **wireframes** in low-fidelity making use of Balsamiq, sketches, **whiteboarding** and test digital hi-fidelity prototypes using Figma in an Agile methodology.
- Conduct users sessions to empathize, gain insights, test experience, identify pain points, understand sentiment and create assets such as **user flows** and **user journeys**.
- Innovate by introducing frameworks to upskill team's maturity and presenting on topics such as personal insights, accessibility topics, among others.

Senior Product Designer

Software ONE, Ireland

Oct 2022 - Aug 2023

- Mentored**, audited, guided and transferred knowledge to a Junior Product Designer to take over the procurement process in the Marketplace area.
- Led multifunctional teams in the Automated Cloud Platform renewal with 305 average active users by creating Jira tickets, meetings to define roadmaps, effort and priorities.
- Published components in our **Design System** by auditing, enhancing and assisting a Senior UI Designer, taking into consideration other standard **interface design guidelines**.
- Guided 35 **usability tests** to optimize AWS and Azure spends and its automation flow.

Product Designer

Software ONE, Ireland

Oct 2020 - Oct 2022

- Influenced Stakeholders'** decisions and timelines by aligning with **A/B testing** results and customer goals following the release of the Marketplace Data Supply Chain dashboard.
- Acted upon findings in the procurement area of the License Software as Service (SaaS), validating, enhancing and informing new design decisions maintaining 72.5% retention rate.
- Garnered **qualitative and quantitative data** with Heap, R reports, Hotjar, surveys and interviews to enhance awareness and upgrade the 11k monthly active user experience.
- Shared **data-driven documentation** with stakeholders to enhance the app's experience including **UX metrics**, competitive analysis, interview discoveries and accessibility issues.
- Made design choices by spotting customer satisfaction, Net Promoter Score, average features usage time, monthly active users, user drops, funnels, conversions, and retention.
- Directed multiple usability tests to address customer goals and pain points, understanding their behaviors and experiences using Sketch and **HTML prototypes**.
- Led LATAM UX/UI product solutions to ensure the quality of the roadmap by carrying out interviews in Portuguese and Spanish to align with the clients and business goals.

UX/UI Designer

ALTV Media, Ireland

Dec 2017 - Feb 2020

- Released an Amazon Fire TV app, selected for showcase, the National Broadband Ireland web and Dugout's web and app.
- Built responsive websites using HTML5, CSS3, Javascript and refined iOS and Android apps utilizing **Design Thinking Principles**.

Certificates

2021-2024

- R Coding for Data Science
- Intro to Web Accessibility
- Heap Foundations
- Speculative Design
- NNgroup: Influencing

- Carried out sketches, wireframes, digital prototypes, A/B testing, market research, persona creation, user flows and **role-base designs** to enhance efficiency.
- Delivered app redesigns to streamline and enhance usability, also expanding the existing Design System using the Sketch app in a Waterfall methodology.

UX/UI Designer

Meebler

Sep 2016 - Jul 2017

- Designed and launched a prototype app catering to both internal and external users to showcase and utilize in the Dublin Tech Summit 2017.
- Executed the development and deployment of a brand-new company website as a pivotal component of the product overhaul and roll out.
- Transformed company **branding** beyond reliance solely on a logo to encompass assets, marketing material, motifs and iconography.
- Contributed to crafting the **company's strategy** by actively participating in team workshops to define KPIs, goals, persona building, user flows, and user journeys.
- Performed **QA testing** on the app, ensuring a seamless and intuitive user experience.

UI Designer

Connectors Marketplace Inc.

May 2016 - Sep 2016

- Crafted responsive and user-friendly multi-device designs for the Connect.IO web app.
- Designed **marketing collateral**, including infographics, social network assets, photography, and video content to support the company's business development initiatives.

Career Break

Freelancer

Sep 2013 - Apr 2016

- Engaged in **Visual Design**, aiding local Irish businesses with their branding needs.
- Traveled and learnt multiple languages to understand different **cross-cultural contexts**.
- Demonstrated exemplary customer service skills as a Waiter, Receptionist, Event Organizer, Barista, and supervisory roles, ensuring customer satisfaction and retention.
- Transitioned between diverse roles showcasing versatility, flexibility, cultivating strong problem-solving abilities and managing tasks efficiently in fast-paced environments.

UI Developer

Servicios Netosfera, C.A

May 2013 - Aug 2013

- Served as Advisor, Designer, and Developer for clients' company branding using HTML, CSS, Dreamweaver, and Sublime.
- Prepared captivating branding and marketing material using Adobe Suite for clients.

Graphic Designer

Consorcio SuperEventos, S.A

Sep 2011 - Aug 2012

- Launched interactive apps showcased in Samsung and Coca-Cola events using Adobe Suite, Flash, and Dreamweaver.
- Created impactful proposals and decks for events, incorporating branding elements.

Graphic Designer and Technical Support

Universidad Nueva Esparta

Jun 2008 - Sep 2011

- Generated engaging advertisements, banners, and website components to communicate the university's strategy for new courses and day-to-day operations.
- Ensured continued uptime of university IT systems by providing technical customer service to alumni and staff.