

VANESSA TORRES

UX^(UI) DESIGNER.

ABOUT ME

User Experience Designer (Product) with 14+ years of experience designing intuitive, user-centered digital products across web and mobile platforms. Proven ability to lead cross-functional teams, drive product strategy, and apply **Behavioral Design** methodologies to enhance usability, engagement, and accessibility.

Passionate about understanding user behavior and context to deliver scalable, impactful solutions that improve the full user journey. Adept in UX research, wireframing, prototyping, user testing, design systems, and iterative product design. Experienced in agile environments, collaborating closely with product managers, developers, and stakeholders to align design with business goals.

CONTACT

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Portfolio

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Mobile phone

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Email

WORK EXPERIENCE

TECHTIVO

10-2024 /

Responsibilities:

- Maintain user flows across platforms.
- Identify and report UI/UX discrepancies.
- Collaborate with cross-functional teams.

Achievements:

- Led UX initiatives across platforms, maintaining consistent user flows and identifying friction points for continuous improvement.
- Developed and enforced scalable design systems to improve consistency and efficiency across product teams.
- Collaborated with cross-functional teams including QA and development to ensure pixel-perfect implementation and alignment with business objectives.
- Audited and validated final design implementations, proactively addressing discrepancies to improve usability and reduce rework.

CONSULTANT (FREELANCE)

11-2023 / 06-2024

Delivered UX consulting for AI applications, game interfaces, and web platforms, leveraging behavioral principles to improve user engagement and task completion.

LENDINGPOINT

05-2022 / 10-2023

Responsibilities:

- Collaborate closely with the development team to enhance and refine our products.
- Engage with stakeholders and technology teams to monitor ongoing processes and align with business objectives.
- Conduct audits of our web and mobile products, assessing current features to optimize the overall user experience.
- Analyze key metrics to identify areas for improvement and innovation.
- Design, conduct, and evaluate user testing to gather actionable insights.
- Maintain and continuously improve the design system to ensure consistency and scalability.

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Achievements:

- Led the redesign of a personal finance tool (Personal Finance Manager), increasing usability and aligning the product with user mental models and accessibility standards.
- Close collaboration with the development team on front-end updates and deployments.
- Introduced a UX methodology stage in the product lifecycle to ensure continuous UX involvement, resulting in fewer development bottlenecks and improved user satisfaction.
- Applied Behavioral Design techniques to encourage positive financial behaviors.

LEAL

08-2021 / 05-2022

Responsibilities:

- Lead the mobile app redesign to enhance usability and aesthetics.
- Implement strategic improvements to elevate the user experience.
- Analyze key metrics to identify opportunities for innovation and optimization.
- Design intuitive visual interfaces and interactive prototypes.
- Mentor and provide guidance to junior designers, fostering their growth and development.

Achievements:

- Foster close collaboration between the development and design teams to ensure seamless execution.
- Guide and audit the front-end development team to ensure adherence to UI design specifications.
- Co-led the redesign of a mobile app, improving NPS scores through strategic usability enhancements and MVP delivery.
- Advocate for and integrate user testing throughout the development process.
- Conduct comprehensive research using methodologies such as workshops, surveys, and stakeholder meetings (both internally and externally) to gather user insights and translating findings into actionable UI/UX improvements. and establish clear, accessible documentation for all teams.

INDRA

05-2021 / 07-2021

Responsibilities:

- Maintain close communication with stakeholders from the US team to align on goals and expectations.
- Design intuitive visual interfaces and interactive prototypes for web and mobile platforms.
- Plan, execute, and analyze user testing to gather actionable insights for product improvement.

Achievements:

- Designed omnichannel user journeys, translating in-person services into seamless digital experiences.
- Established a scalable design system and design operations workflow to support enterprise-level UX consistency.

BIT-C BUSINESS IT CONSULTANT

10-2019 / 05-2021

UX/UI Lead for enterprise software projects, managing end-to-end design processes for both internal platforms and external clients.

COOLHOUSE

05-2020 / 07-2020

Delivered wireframes, UX flows, and usability improvements for a web-based financial application.

E ADVISING

09-2017 / 05-2018

Designed a digital tool for medical visitor follow-up, focusing on user flow simplicity and administrative usability.

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LOS AMIGOS DE LA GUARIDA

12-2016 / 03-2019

Founder/Manager. Personal project. In charge of the sales, graphic design, photography sessions, content and social media.



DANE

11-2016 / 12-2016

Multimedial short-term project for the Colombian state entity.



FOUNDATION LA GUARIDA DE LOS AMIGOS

03-2015 / 03-2019

Personal project. Non-profit foundation that helped abandoned cats and dogs to recover them and to find new homes. Besides my work as a volunteer in the project, I worked as a UI designer and photographer as well.



PRISA GROUP/CARACOL RADIO

06-2011 / 08-2016

UI and web designer for the websites of Prisa Group (Latin America and Spain).



EDITORIAL HOUSE EL TIEMPO

06-2010 / 12-2010

Short-term project for Metrocuadrado and Portafolio websites.



SAN MATEO TECHNOLOGY

2008 / 2010

Multimedial designer for projects within the company and for external clients as well.



PROFESSIONAL STUDIES

GRAPHIC DESIGN

Jorge Tadeo Lozano University

AUDIOVISUAL AND MULTIMEDIA PRODUCTION

Jorge Tadeo Lozano University



CERTIFICATES

BEHAVIORAL DESIGN

Behavioral Design Academy

USER EXPERIENCE DESIGN

Interaction Design Foundation / Platzi