

# Hi, I'm

## Juan Galindo

EXECUTIVE PRODUCT DESIGN LEADER

### PORTFOLIO

juancamilogalindo.com

### EMAIL

juan.galindo@outlook.com

### CONTACT

+57 (301) 793 5175

## PERSONAL STATEMENT

---

I'm an award winner Design Leader +10 years of experience in product design, skilled in using design to solve complex problems and create effortless solutions. I have a successful track record in leading design teams and collaborating with cross-functional executive leaders in product-led organizations to drive design initiatives aligned with business objectives.

I'm committed to creating a culture of design excellence and build high-performing, collaborative teams. My expertise in design strategy allows me to drive the organization's design vision and create experiences that exceed user expectations and reach business goals.

## SKILLS

Design Management, Project Management, Team-building, Solution-Oriented, Leadership, Mentoring, Remote Leading, User Research, Workshop Facilitator, Mobile Interaction, Multiplatform Design, User Experience, Visual Design, Service Design, Wireframing, Prototyping, User testing, Design Thinking, Client-focused, Agile.

## EXPERIENCE

---

### Head of Product Design & Research (Product Design Advisor)

Stealth Mode

Jun 2023 - Present

- Crafting and compelling product experience vision.
- Shaping product design and research initiatives.
- Contributing to the sustainable success of the business.
- Formulating, articulating, and implementing design strategies effectively.
- Designing and delivering remarkable product experiences.
- Cultivating positive and productive collaborations with stakeholders.

### Head of Product Design & Research

TREINTA, LATAM

Aug 2022 - Jun 2023

- Defined and accomplished experience OKRs and metrics to support business goals.
- Set short-term and long-term strategies for the product design team; pushing for high-quality design work. Responsible for defining tools, methodologies, and processes for all design squads.
- Led and created product experience vision through different business lines B2B and B2C in Latam.
- Implemented a set of frameworks to improve the design across the organization. Design Ops, collaboration models, career paths, and tailor-made growth plans.
- Hired and mentored designers, researchers, and writers.

## Head of Product Design

LULO BANK, COLOMBIA

Oct 2019 - Aug 2022

- Launched the first licensed digital bank in Colombia; +200k users in 12 months through an effortless experience.
- Won a iFDesign award in the app experience category in 2022.
- Implemented a product experience vision to achieve business goals for a digital onboarding process, checking account, and personal loan.
- Integrated short-term and long-term Design Ops strategies, established a design maturity level as "Structured," and fostered a culture of collaboration and user research with product and tech teams.
- Increased the team size 3X, created middle management roles, and coached designers to transform UX and UI designers into product designers.

---

## Sr. Product Designer (UX, UI) & Creative Technologist

BBVA, COLOMBIA

May 2016 - Oct -2019

- Led and Involved in definition of experience, contributing a clear product vision (UX, UI, development).
- Conceptualized the last experience of BBVA Colombia Bank application increasing 52% new customers and 73% monetary transactions.
- Board Member for the Global Design System.

---

## SSr. Product Designer (UX, UI)

IATAI, COLOMBIA

Dec 2015 - May 2016

---

## Sr. Product Designer (UX, UI)

LEO BURNETT, COLOMBIA

Nov 2012 - Nov 2015

---

## UI Designer & Creative Technologist

TribalDDB, COLOMBIA

Ago 2009 - Nov 2012

---

## EDUCATION

---

### Design Management

UNIVERSITY OF THE ARTS LONDON

Jul 2020

---

### Mobile User Experience

INTERACTION DESIGN FOUNDATION

Nov 2017

---

### Graphic Designer

POLITÉCNICO, COLOMBIA

Dec 2007

## COURSES

---

- Executive Leadership.
- Product Psychology.
- Advanced Product Management: Vision, Strategy & Metrics.
- Leadership and Management for Engineering Teams.
- Data Analysis with Power BI.
- UX Management Strategy and Tactics.
- Get Your Product Used: Adoption and Appropriation.
- Mobile User Experience (UX) Design.
- How to Create Intuitive Products by Imitating Physicality.

## AWARDS

---

### iF Design Awards

Lulo Bank App

2022

---

### Accenture Innovation Awards

BBVA App

2018

---

### Opportunity Awards

Design Proposal BBVA App

2017

---

## PUBLICATIONS

---

### Bootcamp, UX Collective

Developing design teams, creating new era career paths

Jul 2021

---

### UX Collective

In search of product designers

Jul 2020

---

## LANGUAGES

---

Español (Native)

English (Professional working proficiency)