



Pablo Carbonari

Senior UX/UI Designer

Freelance & open to work

I'm a professional graphic designer with over 14 years designing web and app user interfaces for companies, agencies, and public institutions. 4 years ago, I transitioned to user experience design to build more robust products. Now, I'm improving my facilitation skills to hone a human-centered approach to solutions.

Experience

2023 – Present. Bogotá, Colombia.

VML – Senior UX/UI Designer

- Design desktop UI for Abbott's Contigo loyalty program (LATAM) based on the already defined mobile experience and design system, while sharing useful feedback that adds into improvements backlog.
- Create a usability test protocol that layouts probes and tasks for participants to complete. Build the interactive prototype, formulate follow-up questions, and deploy to Maze to conduct test.
- Analyze/interpret results to identify user pain points, preferred paths, and provide solutions that can be included in the MVP or later.

2016 – 2023. Bogotá, Colombia.

DNP, Department of National Planning – Senior UX/UI Designer

- Led and conducted workshops with cross-functional teams to build a new IA for the main website through interviews, card sorting, site mapping, and content strategies.
- Designed new sections for the main website, applying the UI kit, usability, and accessibility guidelines and laws.
- Designed and conducted quantitative and qualitative user research to build personas and supported UX evangelization within the organization.
- Ensured multi-site consistency through heuristic and usability tests that followed the government's guidelines for public national entities.
- Created user stories and provided hand-off documentation of designed UIs to the development team.

2021 – 2023. Bogotá, Colombia.

RTVC, Public Media System – UI Designer

- Structured and conducted quantitative user research to build proto personas to identify and define user profiles.
- Designed an internal website for user self-service consultation of big data, research reports and analysis documents of cross-media audiences.
- Designed visual components (banners, newsletters, displays, system pop-ups) for internal communications distributed through different media outlets.

2021 – 2022. Munich, Germany.

Voyagero, Travel startup company – Freelance

- Supported business definition by creating the Business Model and Value Proposition canvases. Conveyed company goals and vision through Brand Identity canvas and mood boards.
- Created the Visual Brand Identity Guide. Designed the logo, icons, illustrations, social media templates, physical stationery and more brand assets.
- Built the company's MVP: an online web app for travelers to share experiences and collaboratively plan trips. Developed and conducted a custom methodology that combined Design Thinking, User-Centered Design and Sprint practices.
- Delivered user research documentation, high fidelity and interactive prototypes, user testing results and design system documentation.

2020 - 2021. Guayaquil, Ecuador.

Miramont, Trader of Agricultural Supplies – Freelance

- Collaborated with the marketing team to design and conduct a brief user research, while keeping differentiation between UX and Mkt tools, goals and results.
- Collaborated with the stock and logistics teams to understand the wide range of products to build the information architecture.
- Designed and tested with stakeholders low fidelity and interactive prototypes for the company's website. Used client's feedback and test results to design high fidelity prototypes.
- Coded and developed for CMS (WordPress). Fed all the product inventory into the system and delivered a fully functional online catalog.

2016 – 2017. Bogotá, Colombia.

Alün Ideas – Creative Art Director

- Built and led the graphic design team to tackle mostly digital product projects (web, app, games).
- Managed clients through interviews, workshops and requirements gathering.
- Designed and directed a new client's brand, from logo to stationery and product packaging redesign.
- Participated in service design strategies and creation of internal formats and processes to improve the agency's workflow.
- Managed all the clients' graphic assets to develop consistent products and structured visual libraries.

2012 – 2016. Cali, Colombia.

Colgate Palmolive Company – Senior Web Designer

- Updated and adapted existing and new websites for Colgate-Palmolive globally.
- Teamed with the US marketing team to design a website for a new product launch.
- Designed social media posts and ad campaign banners for the local marketing team.
- Designed internal communications newsletters and bulletins.

2010 – 2012. Medellín, Colombia.

WebCreativa – Web & Audiovisual Designer

- Worked with different types of clients: clothing, consumer goods, restaurants, education and mining.
- Created websites from wireframes, mockups, and high-fidelity prototypes to coding and CMS implementation.
- Designed motion graphics reels and ads involving full process animation and composition (special effects and sound design).

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Education

2019 – Present

Interaction Design Foundation

Active member with 17 courses and 3 master classes completed.

2019

EF Education First

EF SET English Certificate 78/100 (C2 Proficient)

2013

Xpert – Learn Design & Code

Professional Web Design Mastering

2003 - 2009

Universidad Autónoma de Occidente

University degree in Graphic Communication Design. Cali, Colombia.

Skills

Research

Interviews, Surveys, Thematic Analysis, Card Sorting.

Definition

Personas, Affinity Diagramming, POVs, User Stories, Journey Mapping.

Prototype

Low, Mid and High-Fidelity, micro-interactions.

Test

A/B, Usability, Analytics, Heuristics.

Software

Miro, Figma, Sublime Text, G Forms, Maze, Zeplin, Azure DevOps, Hotjar, AI, PS.

Recognitions

2015/05 and 2013/05

Colgate Palmolive CO

Managing with Respect Award

2003

Universidad Autónoma de Occidente

Scholarship recipient