

ASHLEY LEÓN ULLOA

UX RESEARCHER / UX WRITER / UI DESIGNER AND PSYCHOLOGIST

Bogotá, Colombia | +57 320 905 3368 | ashleyleonulloadesign@gmail.com | [Linkedin](#) | [Portfolio](#)

PROFESSIONAL PROFILE

UX Researcher, UX writer and UI Designer with a psychology background, focused on creating intuitive and emotionally impactful digital experiences. Skilled in wireframing, prototyping, and high-fidelity design using tools like Figma and Adobe XD. I combine research-driven insights with a deep understanding of user behavior to develop functional, visually appealing, and responsive interfaces.

PROFESSIONAL EXPERIENCE

UX RESEARCHER/UI DESIGNER/TEMPORARY CONTRACT

Laboratoria | Metlife | Bogotá, Colombia | Remote April - May 2024

In my role as a UX Researcher, UX writer and UI Designer, I focused on 7 key activities:

1. **Business Objectives Analysis and Understanding:** Aligning design solutions with business goals, ensuring that digital products are intuitive, engaging, and contribute to business success.
2. **Research and Benchmarking:** Conducting competitive research and benchmarking to identify improvement opportunities and market differentiation, ensuring that the designed products stand out from the competition.
3. **User Testing and Design Validation:** Implementing moderated user testing sessions and interviews to gain insights into user behavior and preferences, validating design decisions.
4. **Usability and UX Evaluation:** Assessing the usability and user experience of existing products to identify critical issues and areas for improvement using established design heuristics.
5. **High-Fidelity Wireframes and Prototypes Design:** Creating high-fidelity wireframes and prototypes that translate business and user needs into clear, functional, and visually appealing interfaces.
6. **Application of Atomic Design and Design Systems:** Implementing Atomic Design and Design Systems to ensure consistency in interface development.
7. **Leadership in Communication and Project Management:** Leading communication and coordination with team members and stakeholders, facilitating weekly meetings to report progress and effectively resolve project challenges.

UX RESEARCHER/UI DESIGNER/TEMPORARY CONTRACT

Laboratoria | Aictive | Bogotá, Colombia | Remote February - March 2024

In my role as a UX Researcher, UX writer and UI Designer, I focused on 5 activities:

1. Implement Design Thinking: Applying the Design Thinking methodology to develop user-centered solutions through empathy, definition, ideation, prototyping, and testing.
2. Analyze and Understand Business Objectives and Needs: Assessing business goals to align design solutions with these objectives.
3. Test with Users Through Various Methods: Conducting user testing, including moderated and unmoderated tests, A/B testing, interviews, and surveys.
4. Design Low, Medium, and High-Fidelity Wireframes for Mobile App: Creating wireframes at different levels of fidelity for a mobile app.
5. Create User Personas and Affinity Maps: Developing representative user profiles (User Personas) and affinity maps to organize and synthesize research data, helping to focus the design on users' real needs and behaviors.

University Intern | Psychologist

Casa LGBTI Sebastián Romero | Bogotá, Colombia | Hybrid January - December 2023

- Plan, create, and implement workshops directed towards LGBTIQ+ social sectors.
- Provide psychosocial support for people from LGBTIQ+ social sectors and their loved ones.
- Develop research work using qualitative and quantitative methods (Interviews, surveys, focus groups).
- Work as a team, communicating efficiently and solving problems as they arose.
- Use artificial intelligence as a support tool for research and design.

PROJECTS

UX RESEARCHER/UI DESIGNER

Laboratoria | Moneyer | Bogotá, Colombia | Remote March - April 2024

During this project, I created a digital wallet. In my role as a UX Researcher, UX writer and UI Designer, and through the Lean UX methodology, I undertook 5 activities:

1. Desk Research on Financial Education and Digital Wallets: Conducted research on financial education in Chile and Colombia, as well as analyzed the functionality and usage of digital wallets, with the goal of understanding market needs and specific contexts for application in the design.

2. **Benchmarking and Comparison of Design Best Practices:** Performed a comparative analysis of design best practices and solutions in the competition and the market to identify current standards and enhance the proposed solutions.
3. **Design of Low, Medium, and High-Fidelity Wireframes:** Created wireframes at different levels of fidelity for mobile and desktop applications.
4. **Prototyping and User Testing:** Developed interactive prototypes and conducted usability tests with users (using Maze) to validate the proposed design and gather direct feedback.
5. **Application of Atomic Design and Creation of UI Kit:** Implemented the Atomic Design methodology and created a UI kit.

UX RESEARCHER/UI DESIGNER

Laboratoria | Mercado Libre (Case Study) | Bogotá, Colombia | Remote January - February 2024

I conducted a study to identify improvements for the Mercado Libre mobile app. In my role as a UX Researcher, UX writer and UI Designer, I performed 4 tasks:

1. **Analyze and Understand Business Objectives and Needs:** Evaluated business objectives to align design solutions with these goals.
2. **Evaluate Usability and User Experience in Existing Products:** Identified issues and areas for improvement in existing products using heuristic design principles.
3. **Test with Users Through Various Methods:** Conducted user testing using methods such as moderated and unmoderated tests, A/B testing, and surveys to gather relevant data on behavior and preferences, with the aim of iterating on the design.
4. **Design Low, Medium, and High-Fidelity Wireframes:** Created wireframes at different levels of fidelity.

TECHNICAL SKILLS

- **Methodologies:** Agile, Scrum, Kanban, SAFe, Atomic Design, Design Thinking, Lean UX
- **Design:** Wireframing, Prototyping, Information Architecture, UI Kit, Atomic Design
- **Research:** UX Research, Benchmarking, User Personas, Journey Mapping, User Flow, Affinity Mapping, Moderated and Unmoderated Testing, Heuristic Evaluation, Qualitative and Quantitative Research, Academic Writing
- **Tools:** Figma/FigJam (High level), Slack (High level), Trello (Upper intermediate level), Jira (Upper intermediate level), Adobe XD (Intermediate level), Photoshop (High level), Illustrator (Intermediate level), Confluence (Intermediate level), Maze (High level)

SOFT SKILLS

- Empathy

- Continuous learning
- Effective Communication
- Critical Thinking
- Creativity
- Collaborative Work
- Problem Solving
- Attention to Detail
- Self-learning
- Planning
- Initiative

EDUCATION

- Laboratoria | UX/UI Designer | June 2024
- National University of Colombia | Psychologist | 2024

COURSES / CERTIFICATIONS

- Adobe Photoshop Master | 2024 | 61 Hours
- Adobe Illustrator Master: From Basic to Professional | 2024 | 37 Hours
- Complete Adobe XD Megacourse: From Beginner to Expert | 2024 | 25.5 Hours
- UX/UI Design Bootcamp: Learn Design Thinking and Figma | 2024 | 21.5 Hours
- Evolve in Design: Essential Techniques for UX/UI Design Systems | 2024 | 1 Hour
- Design + AI: How to Become a Versatile UX/UI Designer | 2024 | 1 Hour

ADDITIONAL COMPETENCIES LANGUAGES:

- English – B2
- Spanish – Native