

ASHLEY LEÓN ULLOA

UX DESIGNER/UI DESIGNER AND PSYCHOLOGIST

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PROFESSIONAL PROFILE

Psychologist-turned UX/UI Designer with proven ability to drive meaningful digital experiences through a blend of behavioral science and creative design. Specialized in UX research and high-fidelity prototyping, with strong command of tools like Figma and Maze. Basic knowledge of HTML and CSS helps me align creative decisions with technical constraints. Eager to translate complex user insights into functional, beautiful interfaces.

PROFESSIONAL EXPERIENCE

UX/UI DESIGNER/TEMPORARY CONTRACT

Avenir et capital human| Bogotá, Colombia | Remote October 2024 - Present

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

1. Redesigned a website to enhance user experience, improving navigation, visual appeal, and overall interaction flow.
2. Analyzed user feedback and behavior data to identify friction points and propose user-centered solutions.
3. Actively participated in English-speaking meetings to support design decision-making with international stakeholders.
4. Created high-fidelity wireframes and prototypes aligned with business goals and user insights.
5. Applied Atomic Design principles and integrated a design system to ensure consistency and scalability.

UX/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. Aligned design solutions with business goals to strengthen product value and user engagement.
2. Conducted competitive research and benchmarking to identify key market opportunities.
3. Led and executed moderated usability testing sessions, validating design assumptions based on real user feedback.

4. Assessed existing product usability using heuristic evaluation methods to uncover critical UX issues.
5. Designed high-fidelity prototypes using Figma, focused on clarity, efficiency, and user appeal.
6. Implemented Atomic Design to create reusable, consistent UI components.
7. Facilitated weekly team meetings, shared progress updates, and addressed project challenges proactively.

UX/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. Applied Design Thinking methodology to craft user-centered solutions from empathy to testing.
2. Analyzed business objectives and needs to align the product strategy with stakeholder expectations.
3. Conducted usability tests (A/B, moderated, unmoderated), interviews, and surveys to gather valuable user insights.
4. Designed low, mid, and high-fidelity wireframes for a mobile app, ensuring usability and accessibility.
5. Created user personas and affinity maps to synthesize research data and guide the design focus.

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), Miro (Intermediate level), Notion (Intermediate level), HTML (Basic level), CSS (Basic 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