

JUAN BARRERA

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Orlando, Florida \ [Portfolio](#)

(909) 990-8146

Experienced Senior Designer with **5+ years leading UX/UI, Visual, and Graphic design** in tech-focused companies. Known for enhancing user experiences and driving product innovations.

- **20%** Increase in Active Users, **24%** Increase in Sign-ups- Fintech App, **10%** Increase in Retention Rates in Fintech Stealth Startup
- Played a foundational role at **Digital 520**, influencing adoption among professionals nationwide and crafting designs to increase engagement in Real Estate and Multifamily.
- Improved Visual Experience for 20+ clients while working for **Designity** including Fortune 500 Companies across various industries.
- Working for **Imperium Design** I led a team of Designers who have worked in teams including Google, Binance US, Quest Software, Merck, and Verizon.

PROFESSIONAL EXPERIENCE

[Designity](#)

Remote

Senior Designer

Jun 2023 - Present · 11 mos

Designity is your on-demand, virtual creative team with a designated creative director to manage projects and guarantee 5-star quality. 80+ areas of expertise like website & app design, logo & branding, video production, digital advertising, and more. 500+ brands including Oracle, Audible, Kung Fu Tea, Pfizer, Big Brother Big Sister, and more trust Designity to revolutionize their creative department.

- **Team and Role:** *As a Senior Designer, I collaborated with cross-functional units. Reported directly to the Creative Directors, focusing on enhancing user experience and visual identity.*
- **Business Impact:** *Facilitated growth in market position by collaborating with marketing and growth teams to ensure coherence and alignment of design with overall business strategy.*
- **Geographical Scope:** *Nationwide impact, with design improvements influencing user engagement across the United States.*
- **Market Impact:** *Planned and developed the creative direction, significantly influencing the branding and market positioning of the agency and its clients.*

[Imperium Design](#)

Remote

Senior Product Designer and QA Consultant

Aug 2018 - Jun 2023 · 4 yrs 11 mos

Imperium is a dynamic digital agency that specializes in creating bespoke websites, branding, and digital marketing strategies tailored to elevate businesses in the digital landscape. Imperium delivers impactful design solutions that drive growth and enhance the online presence of clients across various industries.

- **Team and Role:** *As a Senior Product Designer, I led the product design initiatives for all our clients, focusing on quality work and quick turnaround times. Reported to the Founders and managed a team that crafted user experiences that aligned with each client's vision.*

- **Business Impact:** Developed strategies that significantly increased user engagement, aligning with wider business goals of growth and relevance in many industries.
- **Market Impact:** Innovations in design boosted user experiences by building and shipping countless products and assets across many industries.
- **Product Impact:** Led the testing and analysis for all the products shipped across multiple industries like tech, logistics, and gaming. Created bug and test reports for the engineering team and was in constant communication with PM's to align with the QA goals for the product.

Stealth Startup- Fintech and SaaS Product

Remote

Senior Product Designer

Jun 2022 - Oct 2023 · 1 yr 5 mos

Our fintech stealth startup is at the forefront of revolutionizing personal finance management, leveraging cutting-edge technology to empower users with intuitive, secure, and accessible financial tools. With a focus on user-centric design and a commitment to innovation, we are setting new standards for financial solutions that resonate with diverse global audiences, driving financial literacy and inclusivity.

- **Team and Role:** Played a pivotal role in a dynamic team to innovate and design user-centric financial solutions, driving the development and refinement of the startup's core products.
- **Business Impact:** 20% Increase in Active Users, 24% Increase in Sign-ups, 10% Increase in Retention Rates
- **Geographical Scope:** Helped research a diverse sample of people to identify unique user needs, ensuring the product's adaptability and relevance in various cultural and economic contexts.
- **Market Impact:** Helped establish the startup as a key player in the fintech ecosystem, influencing emerging trends and setting new standards for user experience and financial empowerment.

Digital 520

Remote

Head of Visual Design

Mar 2023 - Sep 2023 · 7 mos

Digital 520 stands at the intersection of innovation and creativity, delivering bespoke digital marketing and web development solutions that propel brands into the forefront of their industries. Our dedication to pushing the boundaries of digital strategy and design transforms how businesses engage with their audiences, fostering growth and establishing market leadership.

- **Team and Role:** As the Head of Visual Design, I collaborated across disciplines to deliver integrated digital marketing solutions, driving client success through strategic innovation and creativity.
- **Business Impact:** My contributions at Digital 520 significantly elevated brand visibility and engagement for our clients, crafting digital experiences that resonated deeply with target audiences and achieved strategic business objectives.
- **Geographical Scope:** Working with a diverse clientele, I helped extend Digital 520's reach across various markets, adapting strategies to meet the unique digital landscapes and consumer behaviors around the globe.
- **Market Impact:** My work contributed to establishing Digital 520 as a thought leader in the digital agency space, influencing industry trends, and setting new standards for digital marketing and web development excellence.

[EdgeFactory](#)

Remote

Graphic Designer

Oct 2022 - Sep 2023 · 1 yr

Edge Factory is a trailblazer in design and event services, crafting immersive experiences that captivate and engage audiences across various platforms. Our passion for innovation and excellence drives us to deliver impactful visual narratives and dynamic event solutions that set new benchmarks in the industry.

- **Team and Role:** *My creative contributions helped bolster Edge Factory's reputation for excellence, driving client satisfaction and fostering long-term partnerships through exceptional multimedia storytelling and event experiences.*
- **Business Impact:** *My creative contributions helped bolster Edge Factory's reputation for excellence, driving client satisfaction and fostering long-term partnerships through exceptional multimedia storytelling and event experiences.*
- **Geographical Scope:** *Collaborating on projects with a global reach, I contributed to expanding Edge Factory's footprint, delivering culturally resonant multimedia content and event services to an international clientele.*
- **Market Impact:** *Through innovative design and strategic execution, I played a pivotal role in reinforcing Edge Factory's position as a leader in the multimedia and event services sector, influencing trends and elevating industry standards.*

EDUCATION

California Baptist University

2015 - 2019

- Graduated with my BA in Psychology at Cal Baptist University

TECHNICAL SKILLS

Product Design, UX/UI Design, Wireframing, Design Systems, Brand Identity, Visual Design, Typography, Iconography, Interaction Design, Prototyping, Accessibility Design, Layout Design, User Research

TOOLS

Figma, Webflow, Framer, FullStory, Lyssna, HotJar, Confluence, Asana, Notion, Adobe Creative Suite, Google Sheets, Jira, Slack, ChatGPT, Midjourney

LANGUAGES

English- Native

Spanish- Native

KEY SOFT SKILLS

Communication Skills, Emotional Intelligence, Adaptability, Problem-Solving, Leadership, Meticulous Attention to Detail, and a Continuous Desire to Learn