

Manuela Torres Bolívar

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SUMMARY

Product Designer with over 4 years of expertise in developing intuitive, data-driven interfaces for SaaS and analytics platforms. Specializes in aligning business objectives with user needs through effective user research and prototyping. Proficient in leading cross-functional teams to foster collaboration and drive innovative product solutions. Experienced in optimizing dashboard designs to enhance user experience and operational efficiency.

EXPERIENCE

UX/UI Designer

Adaviv

March 2023 - Present

- Led end-to-end product design, from user research to launch, across desktop, tablet, and mobile apps.
- Designed and implemented a UI kit from scratch, aligning with brand guidelines to ensure consistency.
- Conducted user interviews and usability testing, leading to a **90% improvement in user experience** on the FIELD tablet app.
- Optimized plant health tracking dashboard, **reducing update time from 1 week to 1 hour** and increasing automated treatment application by **30%**.
- Launched Adaviv's mobile app, expanding usage by **80%** and enabling plant health issue detection in **80% of farms**.
- Collaborated with developers and stakeholders to ensure feasibility, testing, and continuous iteration.

Graphic Design Leader

Betr Media SAS

July 2022 - February 2023

- Managed a design team delivering assets for **8 YouTube channels and multiple social media accounts**.
- Led the design of **high-converting landing pages**, achieving a **campaign success rate of 80%** and improving client lead conversions from **0% to 20%**.
- Implemented Notion for task tracking, improving workflow efficiency and reducing project turnaround time by **2 days**.
- Improved client satisfaction from **60% to 90%** by refining revision and feedback processes.
- Delivered branding and marketing materials for high-profile clients like Sony Pictures, ensuring brand consistency.

Web UI Designer

CMC ANALYTICS

January 2022 - December 2022

- Designed a **multi-user dashboard** for Terpel, enabling **3,000+ employees** across **5 countries** to streamline legal report submissions.
- Mapped user journeys for VP, verifiers, validators, and general users to improve accessibility and role-based navigation.
- Enhanced report tracking UI, **reducing report completion time by 80%** and increasing collaboration efficiency.
- Worked closely with stakeholders to align UI components with existing brand guidelines for a cohesive experience.
- Utilized Figma for UI design, Trello for project management, and SCRUM methodologies for agile execution.

Graphic Designer

Betr Media SAS

August 2021 - July 2022

- Designed and delivered high-quality digital assets for social media and marketing campaigns, contributing to a **90% improvement in client digital presence**.
- Created engaging social media content for brands like MIND, helping increase brand awareness and **achieve quarterly sales targets**.
- Developed on-brand marketing materials that enhanced customer engagement, driving a **40% increase in social media interactions**.
- Collaborated with content writers and editors to produce visually compelling content, **reducing content production time by 30%**.
- Assisted in branding and design strategy for new clients, helping launch **3+ brands with a strong digital presence**.

Digital Graphic Designer

Watergy Solutions

December 2020 - April 2021

- Designed and managed internal and external communications, including social media content, booklets, and website assets, **increasing company engagement by 40%**.
- Developed an intuitive website prototype that improved **information accessibility and overall user experience**, leading to a **30% increase in user retention**.
- Produced a user-centered PIGA booklet for Banco Agrario, ensuring seamless distribution and comprehension among **100% of bank employees**.
- Enhanced brand recognition by creating cohesive visual materials, improving brand recall from **1/5 to 3/5 people recognizing Watergy Solutions**.

PROJECT

Purpura App

Jorge Tadeo Lozano Univerity • www.manuelatorres.com/case-studies/purpura-app • January 2020 - June 2020

- Designed and developed a user-centered mobile app to support women affected by gender violence, ensuring accessibility, discretion, and ease of use.
 - Led the end-to-end design process, from wireframes and interactive prototypes to front-end development, focusing on a seamless and intuitive user experience.
 - Implemented real-time support features, educational resources, and emergency connections, creating a safe and empowering digital space.
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EDUCATION

Diplomado, Metodologías Ágiles e Innovación

Universidad de La Sabana • Bogotá D.C. • 2022

Professional, Diseño gráfico

Universidad Jorge Tadeo Lozano • Bogotá D.C. • 2021 • 4.1

- Served as Academic Assistant for **two years**, assisting professors, mentoring students, and coordinating academic events to enhance learning experiences.
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CERTIFICATIONS

Build Wireframes and Low-Fidelity Prototypes

Google • 2025

Conduct UX Research and Test Early Concepts

Google • 2025

EF SET English Certificate 74/100 (C2 Proficient)

EF SET • 2025

Start the UX Design Process: Empathize, Define, and Ideate

Google • 2025

Foundations of User Experience (UX) Design

Google • 2025

Curso de Patrones y Componentes en Sistemas de Diseño

Platzi • 2023

Curso Básico de Figma

Platzi • 2023

Curso de Sistemas de Diseño

Platzi • 2023

Design Thinking (CM-DTC)

CertMind • 2022

Scrum Fundamentals (CM-SFC)

CertMind • 2022

SKILLS

Industry Knowledge: User Interviews, User Flows, Visual Design, UX Research, User Interface Design, User-centered Design, Usability Testing, Usability, User Experience (UX), Design, Design Patterns, Design systems

Tools & Technologies: Notion Productivity Software, Slack, Adobe Creative Suite, Figma, Monday.com, Adobe Illustrator, Adobe Photoshop

Interpersonal Skills: Interpersonal Communication, Team Leadership, Interpersonal Skills, Design Thinking
