



My work is **UX/UI Design and UX Research** applied to digital products, including web platforms, mobile applications, and digital services.

Mi trabajo es el **Diseño UX/UI y la Investigación UX** aplicada a productos digitales, incluyendo plataformas web, aplicaciones móviles y servicios digitales.

My portfolio: migueux.com

What I do? / ¿Qué hago?

- Research** / Investigación
- Experience Strategy** / Estrategia de Experiencia
- User flow** / User Journey
- Product Design** / Diseño de producto
- Prototyping** / Prototipado
- Wireframing**
- Testing** / Testeo
- End-to-End Experience Design** / Diseño de Experiencia End to End

UX & Research Tools / Herramientas UX

- **ADOBE:** Illustrator, Photoshop, Premiere, After effects, XD.
- **FIGMA**
- **NOTION**
- **HOTJAR**
- **GO HIGH LEVEL**



PROFESSIONAL EXPERIENCE / EXPERIENCIA PROFESIONAL

Visual Artist/Freelance

Brand design, illustration, and comic development.
Enero – junio 2024

Platform Manager/UX Designer

CPC Agency
Platform Manager and UX Designer focused on end-to-end digital experiences. Specialized in UX flow design, user journey mapping, onboarding optimization, automation planning, commercial tracking systems, and conversion-focused landing and funnel architecture, working with cross-functional teams in Scrum environments.
July 2024 – Present

UX/UI Designer/UX Researcher

Souly Startup
Led research-driven UX/UI and business model development, combining scientific and contextual research with experience strategy to design a meditation app concept and a UX-centered agency framework. Worked on cognitive-state mapping, concept modeling, user flow architecture, interface design, and service strategy, translating UX insights into product structure and scalable digital experience models.
August 2025 – Present

EDUCATION

. Communication

Universidad Católica de Pereira
2020-2024

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