

Hi,
I'm Juliana.

UX/UI Designer & Digital Artist

Introducing myself

I believe

in inspiration as a way of life.

I embrace

the process of never stopping, always going forward, seeking challenges to keep the spark on.

I want

to create a close relationship with other people, because this is how I learned to communicate myself with the world, and I like that.

I love

to awaken sensations, generate changes, transform others' experiences.

Who I am

UX/UI designer and manager. Buenos Aires | AR
Degree in Graphic Design and Communication. UNLP.
10+ years of visual design experience that involve:

- **Building user-centric products and experiences** based on designing and developing concepts and flows for a wide range of multi-platform environments (web, mobile, OTT) cross brand, paying special attention to how a product is experienced by consumers and how to fulfill their needs.
- **Having a deep understanding** of responsive design, identifying problems and providing solutions.
- **Management and creation** of wireframes, visual mockups, prototypes and guidelines systems, establishing best practices and setting visual design boundaries.
- **Leading UI internal and external teams** from Argentina, Canada, Chile and Colombia by providing critical feedback, offering alternatives, encouraging to improve products by proposing bold solutions, improving the overall experience and quality presented in each piece delivered.

- **Staying up-to-date** on researching trends and technologies and the latest changes of the industry's standards.
- **Assuming duties** such as coordinating content production with a picky eye on the design quality, with rough deadlines covering the design system across all the digital channels with a special attention to detail and timeline management.
- **Working in a collaborative environment** with partners such as UX & UI designers, product owners, product managers and developers to understand detailed requirements, to communicate design ideas and embrace user experiences that meet product needs and their vision.

Some of the amazing brands I've been working with over the last years, consumed and admired by millions of people around the world:



Experience

Currently

Disney (Walt Disney DTCl)
2019 – the present

By Puchu Online Store & Brand
2018 – the present

Years ago

FOX Latin American Channels
2010 – 2019

Behance Reviews Bogotá, Colombia:
“Experiencia Behance: recursos para
conectarnos” Speaker.
2016

Behance Reviews Buenos Aires, Argentina
Reviewer, 2013 – 2014

8A Marketing, Comunicación y Diseño
2009 – 2010

P3DESIGN Digital Agency Buenos Aires
2007 – 2010

Freelance Designer
2005 – the present

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Juli was (and is) creative and meticulous designer, taking all the projects she assumed with positive personality, leaving her personal mark in every project that involves her. I will choose her to be onboard of any new adventures in Disney. She stands out year by year in being a person who cares for everyone doing the teamwork easy.

- Anonymous Disney Team member

Courses & Certifications

Design & UX

Google Analytics basics. Google 2021

Design Research: Conociendo al usuario y su entorno. Crehana 2021

Service Design: Innovación en la experiencia de usuario. Crehana. 2021

Design Thinking: Innovación centrada en las personas. Crehana. 2020

Experto en diseño de experiencia de usuario e interacciones (UX y IxD).

Universidad Tecnológica Nacional (UTN). 2020

Credential ID CER-2MFJLQWW-493381 ([See credential](#))

Odio hacer webs. Espacio Virgen. 2015

UX2012 & UX2013. Globant. 2012/2013

Illustration & Lettering

Letter INC. Guille Vizzari. 2017

Handbrush Lettering. Sh! 2017

Antifuentes. Paula Erre. 2015

Personalizando Vectores. Martín Laskman. 2015

Fibra. Silvia Cordero Vega. 2014

Character Design. Patricio Oliver. 2014

Tools

Design

Sketch
Adobe Creative Cloud

Collaborative Work

Abstract
Figma
Zeplin
Freehand
Marvel

Team Work

Jira
Slack
Trello

I didn't use this in years

HTML
CSS Basics

Contact



Juliana Rojas

+54 9 11 5048 4301

hola.julianarojas@gmail.com

Buenos Aires | AR

[Portfolio](#)

[LinkedIn](#)

[Online Store](#)

[Behance Profile](#)

Thank you!