

## Contact

3012821677 (Home)  
casalopez91@gmail.com

www.linkedin.com/in/pezlopez  
(LinkedIn)  
www.behance.net/pezlopez  
(Company)

## Top Skills

AI  
Desarrollo de productos  
iOS

## Certifications

Inbound marketing y marketing de contenidos  
Curso de Introducción a UX Writing  
Cómo usar LinkedIn para vender

## Honors-Awards

Premio de Innovación Grupo Bolívar  
2020  
Premio de Innovación TH Analítico  
2021

# Juan Lopez

Health care | E-Learning | Product Design | Motion Graphics | AI  
Content Generation  
Bogota, D.C., Capital District, Colombia

## Summary

I had the privilege of working with companies like Walmart USA, Monks and Banco Davivienda in Colombia. During my time there, I was involved in the healthcare industry, with the goal of helping people make their daily lives easier. I also worked in the e-learning sector, where I supported several employees in developing both their soft and hard skills.

Thanks to these experiences, I've gained knowledge in data, motion graphics, UX, UI, English, and effective communication—skills that help me present and defend both individual and shared ideas across 7 years.

---

## Experience

### Monks

UX | UI Designer

February 2022 - Present (3 years 6 months)

Bogotá, Distrito Capital, Colombia

2025 - I've been focused on improving health and wellness by making it easier and faster for customers to access their prescriptions. Additionally, I've been contributing to enhancing the vision care experience—enabling people to seamlessly book appointments, receive prescriptions, and take better care of their eyesight.

2023-Responsible for designing the WalmartHealth.com website with the goal of creating awareness about new services that provide medical, dental, and behavioral care.

-Unfortunately, Walmart Health closed its doors; however, we had a presence in 5 states across the U.S.

### Banco Davivienda

User experience designer

July 2019 - February 2022 (2 years 8 months)

Bogotá D.C., Colombia

- I designed a platform that allows Davivienda to train all employees on soft and hard skills.
- I created a dashboard that analyzes the consumption of those courses and helps make strategic decisions like keeping or removing courses and sending push emails.
- We created a training path for specific groups on subjects like Data Science, Data Engineering, and Business Analysis. We trained more than 1,000 people with the goal of creating a hub that helps the company make better decisions, resulting in increased revenue.

## EML

Freelance Motion Graphic Designer

November 2018 - July 2019 (9 months)

Bogotá D.C., Colombia

Development of Motion graphics in 2D and 3D, product modeling, video adaptation for Holho, augmented reality, video editing and post-production for different pharmaceutical laboratories and mass consumer products.

## Metrópolis+ Centro Comercial y Empresarial

Product Marketing Manager

August 2015 - July 2019 (4 years)

Bogotá D.C., Colombia

- In 2015, I opened an Instagram account that allowed the mall to communicate their seasonal campaigns in a trendy way, aiming to attract more visitors and increase sales. We grew from 0 to 11K followers organically.
- I designed the website with the goal of driving traffic and increasing awareness of all the stores in the mall.

## Factory Design

Freelance 3D Designer

September 2017 - July 2018 (11 months)

Bogotá D.C., Colombia

I designed several renders to decorate malls in Bogotá. Thanks to these designs, I helped the company close deals worth more than \$25K.

Alkosto S.A.

E-commerce Designer

January 2015 - August 2016 (1 year 8 months)

Bogotá D.C., Colombia

- Helped create the e-commerce section for the company, including categories like Video Games and Gym.

- In 2016, we were one of the first companies to implement Cyber Monday.

- Cyber Monday was a total success, but it also forced the company to change our CMS. I was part of the team that implemented a better CMS to support more visitors

---

## Education

Crehana

Microdegree UX/UI, Desarrollo de páginas web, contenido digital/multimedia y recursos informáticos · (July 2022 - October 2022)

CX Latam institute

Customer Experience Design Tools, Empresa/comercio, general · (September 2020 - October 2020)

Platzi

Curso de HTML & CSS, Desarrollo de aplicaciones web · (2020 - 2020)

Platzi

G-suite, Marketing · (2020 - 2020)

Acámica

Desarrollo Web Full Stack · (2019 - 2020)