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25/03/1993

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## Languages

Spanish ● ● ● ● ● ● ●

English ● ● ● ● ● ○ ○

Italian ● ● ● ● ● ● ○

## Skills

### Design thinking

User experience analysis, customer journey, diamond methodology, user persona.

### Design tools

Figma, WordPress, Elementor, Maze, Adobe Creative Suite.

### Digital Campaigns

Facebook ads, Google ads, LinkedIn ads, Google Analytics, Facebook Analytics.

# Andres Felipe Pardo Rodriguez



## Senior UX/UI Designer

With a background in **UX/UI** and **Strategic Design**, I continuously refine my analytical, **problem-solving**, and creative skills to craft **impactful solutions**. I enjoy working with teams, bringing responsibility, empathy, and proactivity to every project.

## Experience

### UX/UI Designer - AcomeA SGR and Gimme5

Italy, June 2020 - Today

User-centered design for web and mobile, skilled in wireframing, visual design, prototyping, and responsive design. Focused on usability and data-driven solutions.

### Designer - AcomeA SGR and Gimme5

Italy, June 2019 - June 2020

UX/UI design, Marketing intelligence, digital campaigns, traditional marketing.

### Marketing Design Strategist - Jacuzzi Europa

Italy, July 2018 - February 2019

Marketing intelligence, Project manager support, and graphic design.

### Designer - Impro Service

Colombia, October 2016 - September 2017

Political campaign marketing, graphic design, POP products.

### Designer - Cofre S.A.

Colombia, October 2015 - October 2016

Product designer, thesis project in industrial design.

## Education

### Master - Strategic Design

Italy, 2017 - 2019

Politecnico di Milano

### Industrial Design

Colombia, 2011 - 2016

Jorge Tadeo Lozano University

### Courses

- **Interaction Design 2025:** Artificial Intelligence for designers
- **Interaction Design 2025:** Accessibility: How do design for all
- **Google 2024:** Google UX Design professional certificate
- **Google 2023:** Google Analytics SEM and SEO strategy

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