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EDUCATION

- Master of Fine Arts**
Graphic Design Visual Experience
Savannah College of Art and Design
Savannah, GA
2017 – 2019
- Bachelor of Fine Arts**
Design, Emphasis on Communication
Los Andes University
Bogota, Colombia
- Minor, Literate Edition**
Los Andes University
Bogota, Colombia
- Minor, Creative Writing**
Los Andes University
Bogota, Colombia

CERTIFICATIONS

- Designing Strategy**
IDEO U (2023)
- Human-Centered Service Design**
IDEO U (2023)
- Foundations in Design Thinking**
IDEO U (2021)
- Agile Fundamentals & ICAgile Certified Professional**
SoftEd & ICAgile (2021)
- Legal Service Design Academy**
Haptica (2021)
- Enterprise Design Thinking**
IBM (2021)
- Fundamentals of Change Mgmt**
Prosci (2020)

ENGAGEMENTS

- IDEO U**
Alumni Coach
2022 – 2024
- Conexion & Allies BRG**
Organizational Chair
2021 – Present

¡Hola! I'm Juanita, a passionate UX Designer, researcher, and mentor deeply committed to crafting exceptional experiences, products, and services driven by Human-Centered Design principles. With over 6 years of extensive experience in the retail sector, I thrive on creating visually captivating experiences where customers are at the forefront of every decision.

My design philosophy revolves around passion, precision, and the art of user delight. Specializing in delivering pixel-perfect solutions, I focus not only on meeting user needs but also on evoking a sense of warmth and welcome. From conducting in-depth UX research to strategic service design and employing design thinking methodologies, I possess the expertise to transform user experiences & drive tangible business value

EXPERIENCE

Senior User Experience (UX) Designer & Strategist

Ahold Delhaize USA // January 2023 – Present

- Led the Backstage portfolio as the primary designer, nurturing and coaching junior designers to cultivate their skills and expertise. Responsible for scoping and staffing incoming projects for both corporate and in-store internal associates, ensuring alignment with organizational objectives.
- Spearheaded the development and oversight of best practices for the team, encompassing end-to-end UX delivery, stakeholder management (including Product Owners, Project Managers, Scrum Masters, and Leadership), as well as the execution of UX deliverables. Managed design processes and delivery, from initial scoping and framing of projects to conducting interviews, guiding data synthesis, and presenting research findings to stakeholders.
- Pioneered the establishment of Design as a Service and Product within the organization, driving the creation and maintenance of a comprehensive design system and toolkit. This initiative set the standard for best practices and is currently being deployed for non-designers, fostering widespread adoption of human-centered design methods across the organization.
- Successfully redesigned Finance CSC Portal, streamlining resolution processes and positively impacting over 100,000 users.

UX Designer & Strategist

Ahold Delhaize USA // May 2020 – January 2023

- Collaborated with diverse business units within the IT organization and external partners to enhance experiences, products, processes, and services for internal and corporate associates. SME working with Data & Analytics, Supply Chain, Commercial areas & HR business functions.
- Planned & executed landscape analysis, user research, and engagement activities, including interviews, focus groups, and workshops. Utilized diverse design artifacts such as service blueprints, personas, user journeys, and prototypes to collect customer feedback, streamline complexity, and drive usability enhancements. Developed and maintained strong stakeholder relationships, effectively selling design decisions.
- Recognized for my contributions with the prestigious GenNext award within the retail grocery industry, underscoring my commitment to innovation and excellence in design.



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EXPERTISE

UX design & research
Human-centered design
Service design & blueprints
Data analysis & synthesis
Design thinking mentorship
Workshop dev. & facilitation
Personas, user journeys & flows
Legal service design
Data visualization
Product design
Information architecture
Rapid prototyping
Usability testing
Wireframing
Communication & strategy design
Graphic & editorial design

Organizational change mgmt
Learning and development
Data & Analytics
Agile & SCRUM

Mural, Miro, Illustrator, InDesign,
Photoshop, Figma, Sketch, Dscout,
UserZoom, Jira, Confluence,
Microsoft O365 suite

AWARDS & RECOGNITION

[Progressive Grocer's 2022
GenNext Award](#)
September, 2022

[Progressive Grocer's 2022
GenNext Award Speaker](#)
November, 2022

[Information Design for the
Common Good book, Chapter 2](#)
MFA thesis: Impact Over Form
Bloomsbury, 2021

[NxNB by Venable Bell & Partners](#)
Speaker: The Ethics of Design
July, 2019 – San Francisco, CA.

[Savannah College of Art & Design](#)
MFA Thesis: Impact Over Form
Awarded outstanding Grad thesis
2017 – Savannah, GA.

EXPERIENCE (CONT.)

User Experience (UX) & User Interface (UI) Designer

Ahold Delhaize USA // September 2019 – May 2020

Collaborated closely with Product Managers and developers in an Agile environment to deliver end-to-end solutions for diverse brands and customers. Conducted competitive analysis, market and ethnographic research to inform design decisions, enhancing customer shopping experiences both in-store and online. Utilized sketching, wireframing, prototyping, and high-fidelity mockups to ensure alignment with project requirements and user needs, supported by rigorous testing.

Designer

Venables Bell & Partners // 2019

Utilized creative expertise to design visually captivating printed and digital materials for high-end campaigns, specializing in luxury brands such as Renaissance and Westin hotels. Ensured that materials effectively communicated the essence of these brands and resonated with their target audiences. Took ownership of crafting internal communication pieces to enhance engagement and participation among agency staff during events, fostering a collaborative and vibrant work culture.

Client portfolio: Renaissance Hotels, Westin Hotels, Chipotle, Post-it, VBP.

Graphic & Web Designer

Produccion Aparte // 2017

Crafted and managed monthly social media grids for retail and healthcare clients, overseeing Instagram and Facebook content. Directed and produced video and photography assets for social media campaigns. Designed weekly email campaigns using Mailchimp and developed UX strategy and shopping experience for CAT's new e-commerce site.

Client portfolio: Crate & Barrel, CAT (Caterpillar Inc), Hush Puppies, Fundación Santa Fe Medical Center.

Graphic & Web Designer

Terely // 2016 – 2017

Initiated and spearheaded the growth of Instagram and Facebook presence from inception to the first hundred followers, setting the foundation for the current 16.9K followers. Developed strategy and visuals for Terely's debut online shopping platform, amplifying brand engagement across website and Facebook Messenger touchpoints. Conceptualized and executed customer experiences for seasonal campaigns, product launches, and showroom displays. Elevated brand impact through enhanced digital and print marketing materials, including campaign assets, catalogs, and branding visuals.