

JUAN PABLO RESTREPO

Digital Experience Designer | Ui-Ux & Information Architecture | Technical SEO | Bilingual EN/ES

PROFESSIONAL SUMMARY

Digital Experience Designer with 5 years in digital product design — Ui-UX, information architecture, responsive web, and technical SEO — built on 10+ years leading spatial experience design for major brand environments, trade shows and stages.

Core strength: translating complex, unstructured briefs or concepts into clear hierarchies, user flows, and visual systems. Background includes end-to-end project delivery, cross-functional collaboration, and direct exposure to post-launch customer operations — giving me a full-ecosystem view of how digital products are experienced, not just built.

CORE SKILLS

Information Architecture · UX Strategy · Responsive Web Design · Adobe Illustrator · Adobe Photoshop · Figma · Technical SEO & GEO · Schema.org/JSON-LD · Semantic HTML/CSS · WebAR (A-Frame, MindAR) · AI-Assisted Workflows · Bilingual Client Communication (EN/ES)

SELECTED DIGITAL PROJECTS

- **juanpablo.space** — Personal platform demonstrating semantic web architecture, bilingual content strategy, and Generative Engine Optimization (GEO).
- **Good As New Cleaning Service - goodasnewcleaningservice.com (USA)** — Conversion-focused website: UX architecture, local SEO, booking flows. Primary case study for U.S. small-business clients.
- **posteluz.art** — WebAR experience (A-Frame, MindAR) translating spatial design principles into browser-based augmented reality.
- **mojojoy.store** — End-to-end e-commerce experience: branding, product storytelling, product mockups, UX and retail SEO.

PROFESSIONAL EXPERIENCE

Digital Experience Designer — Independent / Freelance Jun 2022 — Present

- Design and launch digital products end-to-end, combining UX, semantic development, and technical SEO for U.S. and international clients.
- Build multilingual websites applying structured content architecture and AI-first discoverability principles.
- Managing domain, hosting, and ongoing technical maintenance for active client sites since first deployment in late 2022.

Experience Designer — Spatial & Brand Environments — Grupo Hangar, Medellín Feb 2010 — Mar 2021

- Translated complex client briefs into spatial hierarchies and visitor flow systems for exhibitions, trade shows, and corporate events — the same brief-to-structure methodology now applied to digital UX.
- Led concept development through on-site production, managing vendors, technical specs, and compliance.

Creative Director — Total eMarketing, Medellín Mar 2021 — Aug 2021

- Directed digital creative production for client accounts. First hands-on experience with wireframes, prototypes, landing pages, and web design — the transition point from spatial to digital design practice.

Customer Operations — U.S. Digital Platforms — Amazon · ADT · Hopper · Walmart · Credit One Bank · Energy Texas Jan 2022 — Jan 2026

- Investigated complex operational and logistics cases, developing bilingual client communication and CRM/process fluency that now informs end-to-end digital experience design.

EDUCATION

- Spatial & Stage Design — Corporación Colegiatura Colombiana, Medellín
- Advanced English, Corporate/Professional Level — Impact English College, Melbourne
- Self-directed: UX/UI, Information Architecture, Technical SEO, AI Workflows, CompTIA AI+/Security+/Network+, Cisco CCNA