

# ANDRES PALACIO

## UX DESIGNER

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## PROFESSIONAL SUMMARY

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Product Designer with a background in graphic design and ecommerce development, specializing in Shopify-based user experiences. Experienced in conducting UX audits, usability testing, and translating insights into wireframes and high-fidelity prototypes that improve clarity and purchasing flows. Combines hands-on implementation knowledge (HTML, CSS, JavaScript, Liquid) with user-centered design to create practical, buildable solutions. Seeking a junior Product Designer or UX Designer role where I can contribute to intuitive, conversion-focused digital products.

## WORK EXPERIENCE

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### **Freelance | UX Designer & Shopify Optimizer Remote | September 2025 – Present**

- Conducted UX audits for more than 10 Shopify storefronts identifying mobile usability, trust, and purchase-flow friction; delivered prioritized redesign recommendations to improve clarity and reduce user hesitation during product selection and checkout.
- Planned and conducted usability tests on checkout and navigation flows, synthesizing findings into actionable insights and iterating layouts to address observed user confusion and navigation errors.
- Created wireframes and high-fidelity interactive prototypes aligned with Shopify technical constraints, enabling faster developer implementation and reducing ambiguity during handoff.
- Presented UX findings and design rationale to clients, linking usability issues to potential business risks (drop-off, confusion, trust gaps) and helping prioritize improvements based on user impact.

### **Maestranza | Frontend Developer & Ecommerce Designer Chile (Remote) | February 2022 – September 2025**

- Implemented Shopify store enhancements for brands such as sophonic.cl and lalaland.cl, improving site functionality, and content structure to support smoother browsing and purchasing flows.
- Built automated customer interaction flows across Instagram and WhatsApp using Make and n8n, reducing manual support workload and improving response speed for common customer requests.
- Translated UI mockups and requirements into responsive Shopify interfaces using Liquid, JavaScript, and CSS, ensuring reliable functionality across devices and minimizing implementation issues.
- Implemented brand guidelines in frontend components, ensuring consistent visual presentation and responsive behavior across store pages.

### **Previous Experience (Graphic Design & Digital Solutions) Various Projects | 2014 – 2021**

- Designed visual identities and brand assets for diverse clients, including logos, color systems, typography, and marketing materials aligned with client business goals.
- Produced digital-ready brand assets and layouts for web and social platforms, collaborating with developers to ensure correct implementation and visual consistency.
- Prepared and delivered production-ready design files, considering technical constraints for WordPress-based websites and hosting environments to support smooth implementation.

## EDUCATION

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**Google UX Design Professional Certificate | Coursera, February 2026.**

**Web Application Development Bootcamp | Universidad Nacional de Colombia, 2020.**

**Graphic Design | CESDE Medellín, 2014.**

## SKILLS

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**Design:** UI/UX Design, High-Fidelity Prototyping, Figma, Design Systems, Mobile-First Design, Adobe Illustrator & Photoshop.

**Engineering:** Shopify Theme Development (Liquid), JavaScript

(ES6+), HTML5/CSS3, WordPress.

**Optimization & AI:** Conversion Rate Optimization (CRO), A/B Testing, AI Chatbot Design (n8n, Make, Dialogflow, ChatGPT API).

**Infrastructure:** AWS (EC2), Git, Linux (Ubuntu), Nginx, REST APIs, Webhooks.