

JORGE ROJAS

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PROFILE

Multidisciplinary UI/Visual Product Designer with 10+ years of experience in digital products, branding, and user-centered design. Strong background in industrial design, visual communication, and digital strategy. Proven ability to collaborate remotely with cross-functional teams (developers, product managers, marketing, sales) to ship usable, scalable solutions. Autonomous, detail-oriented, and comfortable working in fast-paced, ambiguous environments. Fluent in English (C1) and fully available for EST working hours.

WORK EXPERIENCE

UX/UI & Digital Consultant · Freelance

2017–Present

- Led UI/visual design for B2B platforms, SaaS products, and corporate websites.
- Proficient with Figma components, auto layout, and styles – skills needed to work with any design system. Experience adapting an existing system for a client.
- Collaborated remotely with developers and stakeholders to define product architecture and user flows.
- Created wireframes, high-fidelity prototypes, and interactive mockups; conducted usability testing with real users.
- Managed feedback cycles with clients and delivered design documentation for handoff.

Marketing Analyst and Project Coordinator · MASISA

2015 – 2017

- Coordinated marketing and communication strategies with commercial teams in Chile, Peru, Ecuador, and Colombia.
- Redesigned the digital platform "Furniture Maker's Guide", increasing user registrations and engagement.
- Led product portfolio management and implemented advertising campaigns that boosted traffic to masisa.com.

SELECTED PROJECTS

- **TOSK (2024–25)** – End-to-end UI/visual design for a SaaS platform managing technical field work. Built design system, prototypes and MVP implementation.
- **Mathiesen (2020–24)** – Regional B2B website redesign and UX/UI prototype for construction division. Worked directly with stakeholders and sales teams.
- **Masisa (2015–17)** – Research and UI redesign of service platform, improving user engagement.
- **Eleva, Acceda, Femoglas** – Web design, branding, and digital strategy for industrial and real estate brands.

EDUCATION

- **Industrial Designer**, University of Chile
- **Career Product Designer (PM Course, UX/UI Design, Prototyping with Figma, UI Design)**, Coderhouse
- **Unity XR Course for AR and VR**, Nucleoescuola.cl
- **Marketing Metrics Course & Diploma in Retail Management**, Faculty of Economics, University of Chile
- **Front-End Application Development Specialization**, Adalid/CORFO

TECH & SKILLS

- **UI/Visual:** Figma, Adobe XD, Photoshop, Illustrator, AfterEffects (basic)
- **UX methods:** User research, personas, journey maps, prototyping, usability testing
- **Web & low-code:** WordPress, Elementor, Firebase, Replit
- **Analytics:** Google Analytics, Data Studio
- **3D:** Rhino, 3ds Max, AutoCAD, Unity (entry level)
- **Languages:** Spanish (native), English (advanced – C1)