

OSCAR PARRA

UX & UI CONSULTANT



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🌐 www.opadesign.info
🏠 Carrera 45 # 45-71
Bogotá, Colombia

BIO

Interaction Design Specialist, Master of fine arts and Business Administration with more than ten years of experience in UX as DesignOps, Product Designer UX/UI and CX Consultant.

Passionate about managing cross-functional design, marketing, and engineering teams and standardizing best practices, thereby creating highly collaborative, trusted environments for rapid iterations and impactful design solutions.

WORK EXPERIENCE

LAC CX DESIGNER - Marsh McLennan

📍 Bogotá, CO

2021 - PRESENT

American insurance brokerage and risk management group that provides services and solutions in the areas of risk, strategy and human capital.

Competences: UX, UI, CX, DesignOps, IxD, testing, accessibility, workshops

SENIOR VD/UX - Globant

📍 Bogotá, CO

2019 - 2021

Digitally native company where innovation, design and engineering meet scale.

Competences: UX/UI, Responsive, User research, stakeholder workshops, Information architecture, Interaction design, IxD, Usability Testing, Accessibility, Heuristics

USER EXPERIENCE CONSULTANT - VASS Latam

📍 Bogotá, CO

2018 - 2019

IT consulting company specialized in new technologies.

Competences: UX/UI, Responsive, User research, Interaction design, IxD, CSS, HTML, JQuery, Usability, Accessibility

UX & UI COORDINATOR - Disruptive Innovations

📍 Bogotá, CO

2016 - 2018

Company focused on implementation of disruptive solutions for emerging markets.

Competences: Team Coordination, UI, UX, IxD, CSS, HTML, JQuery, Emailing, Analytics, Usability, Ecommerce

SENIOR FRONT-END WEB DESIGNER - Brand/UI/UX - Level Up Brasil

📍 Bogotá, CO

2015 - 2016

Level Up is a videogame publisher for Latin America.

Competences: Branding, UI, UX, CSS, HTML, JQuery, Emailing, Analytics, Usability, Ecommerce

DESIGN COORDINATOR - Level Up Latam

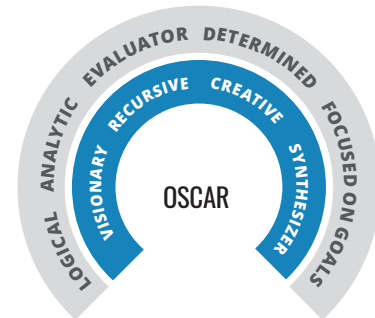
📍 Bogotá, CO

2013 - 2015

Level Up is a videogame publisher for Latin America.

Competences: Team coordination, UI, UX, CSS, HTML, JQuery, Emailing, large format printouts.

COMPETENCES



INTERNATIONAL EXPERIENCE



SOFTWARE

MAC OS	●	●	●	●	●
WINDOWS	●	●	●	●	●
Adobe Photoshop	●	●	●	●	●
Figma	●	●	●	●	●
Sketch App	●	●	●	●	●
HTML	●	●	●	●	●
CSS	●	●	●	●	●
Jquery	●	●	●	●	●
Wordpress	●	●	●	●	●
Joomla	●	●	●	●	●
SASS	●	●	●	●	●

INTERESTS

WEB3.0 ONLINE-MARKETING
TECHNOLOGY S.E.O. SOCIAL MEDIA
MOBILE APPS S.E.M. MUSIC
E-COMMERCE DESIGNOPS VIDEO-
EDITING FOOTBALL VIDEOGAMES WEB
ANALYTICS

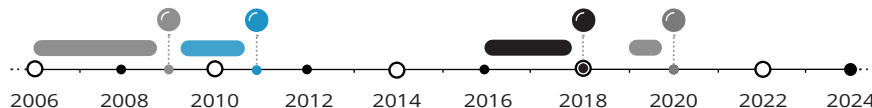
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EDUCATION



INTERACTION DESIGN SPECIALIZATION - University of California San Diego

● San Diego, Us

2020

The Interaction Design Specialisation provides students with a practical knowledge of UX principles, software, and techniques for user analysis.

MASTER OF BUSINESS ADMINISTRATION - Universidad Isabel I

● Barcelona, Es

2018

The MBA aims to provide a strategic and global vision of a manager as well as the complete knowledge about several departments of a company

MASTER OF FINE ARTS IN COMPUTER ART - Tracor / Universidad CEU San Pablo

● Madrid, Es

2011

The MFA Computer Art Department emphasizes creativity and a multidisciplinary approach to making art with computers and emerging technologies.

DISEÑO GRÁFICO - Universidad Jorge Tadeo Lozano

● Bogotá, Co

2009

High quality certification; balance between theory and practice.

TECNOLOGÍA EN REALIZACIÓN DE AUDIOVISUALES

● Bogotá, Co

2009

First academic program to incorporate audiovisual means: cinema, tv, multimedia and animation.

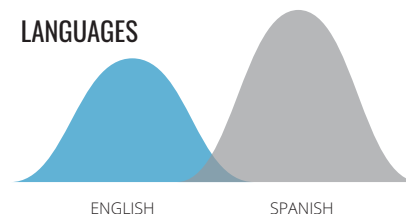
HOBBIES

On my free time, I enjoy listening and making music especially Rock and classic. I like to learn and keep up about technology, design and marketing trends. My main motivation is my family, reason why I treasure my time with them.

CERTIFICATIONS

- 🔍 Google AdWords Search
- 💻 Google AdWords Display
- 📊 Google Analytics
- 👉 DesignOps
- 📊 Data & Analytics
- 🔗 Advanced SEO: Tactics and Strategy
- UX User Experience Certification

LANGUAGES



PERSONAL REFERENCES

Melba Arévalo
Certified Public Accountant

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WORK REFERENCES

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MORE INFO:

LinkedIn