

Hi, I'm

Juan Galindo

PRODUCT EXPERIENCE LEAD

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SUMMARY

I'm an award winner Design Leader +15 years of experience in product design, skilled in using design to solve complex problems and create effortless solutions. I have a successful track record in leading design teams and collaborating with cross-functional executive leaders in product-led organizations to drive design initiatives aligned with business objectives. I'm committed to creating a culture of design excellence and build high-performing, collaborative teams.

My expertise in design strategy allows me to drive the organization's design vision and create experiences that exceed user expectations and reach business goals.

SKILLS

Agile, Client-focused, Design Management, Design Thinking, Gen Ai, Leadership, Mentoring, Mobile Interaction, Multiplatform Design, Project Management, Prototyping, Remote Leading, Service Design, Solution-Oriented, Team-building, User Experience, User Research, User testing, Visual Design, Wireframing, Workshop Facilitator.

EXPERIENCE

Design Lead

Jun 2023 - Present

EPAM, LATAM

- Crafting and compelling product experience vision for US Market.
- Designing and delivering remarkable product experiences.
- Contributing to the sustainable success of the business.
- Formulating, articulating, and implementing design strategies effectively.
- Ensured high-quality UX handoff and implementation across development squads.
- Cultivating positive and productive collaborations with stakeholders.
- Coaching designers, researchers and writers.

Fractional Head of Product Design

Jun 2023 - Mar 2025

R5, INSURTECH LATAM

- Achieved a 78% automated resolution rate in customer support, freeing up the team to address high-complexity issues and driving a Customer Satisfaction (CSAT) score of 70%.
- Reached a Customer Effort Score (CES) of 4.8/5 and a standout Net Promoter Score (NPS) of 87 within the insurance stream, significantly boosting conversion rates and contribution margin.
- Crafted and implemented a unified design system ensuring brand and experience consistency across B2B and B2C touchpoints.
- Directed end-to-end product design ecosystem across App, Web, and Customer Experience.
- Evolved research practice into a core strategic lever for business and product decisions.
- Influenced a change in company culture, embedding customer-centricity, quality and raising the bar.

Head of Product Design & Research

TREINTA, FINTECH LATAM

Aug 2022 – Jun 2023

- Increased Gross Merchandise Value (GMV) by 4.5%, improved Net Promoter Score (NPS) by 15pp, and boosted onboarding rate, leading to higher customer retention.
- Led the end-to-end product experience vision across B2B and B2C, delivering a seamless UX in LATAM market.
- Defined experience OKRs that connected design initiatives to tangible business outcomes and implemented DesignOps frameworks to streamline workflows, ensuring that design work had a measurable impact.
- Designed career paths for individual contributors and managers, introducing tailored development plans that led to a 28% internal promotion rate and increased employee engagement.
- Mentored a multicultural team of 24+ designers, researchers, and writers, fostering a collaborative, high-performance culture focused on business impact, design quality, and execution at scale.

Head of Product Design

LULO BANK, COLOMBIA

Oct 2019 – Aug 2022

- Launched the first licensed digital bank in Colombia, reaching 200K+ users in 12 months with a effortless experience.
- Won an iFDesign Award in Experience category recognizing world-class UX.
- Achieved a Net Promoter Score (NPS) of 70+ increasing Customer Satisfaction (CSAT).
- Led experience vision across onboarding, checking accounts, and loans, boosting money disbursements to support business goals.
- Improved Design efficiency by 30% with structured DesignOps.
- Built and scaled the design team from 6 to 18, introducing middle management and coached UX and UI designers into end-to-end product designers accelerating iteration cycles by 40%.

Sr. Product Designer & Creative Technologist

BBVA BANK, COLOMBIA

May 2016 – Oct -2019

SSr. Product Designer (UX, UI)

IATAI, COLOMBIA

Dec 2015 – May 2016

Sr. Product Designer (UX, UI)

LEO BURNETT, COLOMBIA

Nov 2012 – Nov 2015

UI Designer & Creative Technologist

TribalDDB, COLOMBIA

Ago 2009 – Nov 2012

EDUCATION

Design Management

UNIVERSITY OF THE ARTS LONDON

Jul 2020

Mobile User Experience

INTERACTION DESIGN FOUNDATION

Nov 2017

Graphic Designer

POLITÉCNICO, COLOMBIA

Dec 2007

COURSES

- Executive Leadership.
- Master Class Design Leadership By Peter Merholz.
- Product Psychology.
- Advanced Product Management: Vision, Strategy & Metrics.
- Leadership and Management for Engineering Teams.
- Data Analysis with Power BI.
- UX Management Strategy and Tactics.
- Get Your Product Used: Adoption and Appropriation.
- Mobile User Experience (UX) Design.
- How to Create Intuitive Products by Imitating Physicality.

AWARDS

iF Design Awards

Lulo Bank App

2022

Accenture Innovation Awards

BBVA App

2018

Opportunity Awards

Design Proposal BBVA App

2017

PUBLICATIONS

Bootcamp, UX Collective

Developing design teams, creating new era career paths

Jul 2021

UX Collective

In search of product designers

Jul 2020

LANGUAGES

Español (Native)

English (Professional working proficiency)