



Hi, I'm **Javier**
Senior Product Designer

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Work Experience

Point Network | Sr. Product Designer
[Dubai Jun 2022 - Dec 2022](#)

- Product Audit: Got perspective on the existing product experience to understand its flaws and opportunities.
- Product Benchmark: Ensure deep understanding of direct and non-direct competitors in the market their strengths and weaknesses.
- Ideation & Prioritization Workshops: Generating and prioritizing ideas collaboratively with the product stakeholders that respond best to the user and business problems.

Major contributions

- Kept efficient rhythm for the team to deliver the expected outcomes.
- Helped Point Network to go-to-market faster with an MVP product that helped users install and setup the node to running the browser.

RandLabs | Product Designer
[United States - Jan 2020 - Apr 2022](#)

- 1st Designer at Startup specialized in Algorand.
- Ecosystem Mapping: Build common knowledge source for teams to have clarity over the most important players (users) in the business ecosystem, and its relationships.
- Product Roadmap Planning: Translate the discovery findings into actionable plans for the product design team to execute efficiently.
- Design System and Hand-off: Consolidate all relevant product detail documentation for any stakeholder to implement or scale the design using library components and patterns. Provide guidance and support for the development team to build the designed product.

Major contributions

- Went beyond the user interface to improve the user flows while crafting an intuitive experience for a complex ecosystem.
- Established a scalable (2) design system that has been used across the new generation of the RandLabs product suite.
- We release the main Block explorer Algoexplorer.io and first Wallet to access Algorand DeFi MyAlgo.com wallet.

Back & Front | UX/UI Designer
[\[On-Site\] Cairo,Egypt - Oct 2018 - Dec 2020](#)

- Customer Journey: Identify the customer's pain points as it goes through the different touch points of the engagement.
- Low Fidelity to High Fidelity: Starting at portrait the sequence of steps the user takes to achieve a desired task through workflows moving forward to build the structure of the mock-ups, considering the content to be displayed at wireframes to finally establish the visual language and design patterns aligned with the brand in the high fidelity mockups to be prototyped.

Major contributions

- Drove seamless communication between the product stakeholders to ensure the outcomes of the projects were successfully achieved.

Soft Skills

Ownership

Flexible

Leadership

Resilient

Visionary

Education

ICESI University | Interactive Media Design
[Cali, Colombia | June 2010 - August 2017](#)

Human Computer Interaction

Davie College | English Program
[FortLauderdale, FL - United States Jun 2014 - May 2015](#)

Background

Very enthusiastic about solving business and user needs through insight driven design. My passion for technology and design makes me firmly believe in **the capacity to help business innovations that enable the creation of meaningful experiences** for people and products that stand out of the market. I come from 6+ years experience working in a diverse ecosystem of startups which help me to learn, adapt to fast environment's and improve design processes to accomplish successful product releases.

URL Portfolio

<https://javiermora.co/>

Tools



Figma



Adobe



Atlassian



G Suite



Slack



Testing



Proto Pie



Notion



Github



Zeplin

Competency

User Research

Wire-framing

Visual Design

Design System

Prototyping

User Testing

Product Roadmap

Motion Graphics

Wordpress

Languages

Spanish (Native)

English (Fluent)