

David Vera

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<https://davidvera.co/>

Summary

Specialized in Product Design and Design Systems. Skilled in Design Thinking, Lean UX, DesignOps, and Agile teams. Experienced in leading design teams globally, with a passion for 3D illustration and emerging technologies. Prev @Rappi @Scotiabank

Experience

Design System Lead

Manulife

Jun 2023 - Present (8 months)

- Lead contact for design system.
- Ensure alignment with brand guidelines and best practices.
- Support design and development teams
- Monitor system performance and engage stakeholders.

Senior Product Designer

The MRG Group

Oct 2022 - May 2023 (8 months)

- Drive design for the company's first native app.
- Create a design strategy, conduct research, and build a Design System.

Senior Product Designer (Design Systems)

Scotiabank

Jan 2020 - Jun 2022 (2 years 6 months)

- Led the delivery of high-quality design components.
- Developed a Figma Global Migration Plan and enhancement of our design processes.
- Trained teams in Figma best practices.

UX Lead, Sales & Onboarding

Scotiabank

Oct 2018 - Jan 2020 (1 year 4 months)

- Led design vision for key projects, conducted research, and optimized processes.
- Advocated research findings and enhanced user experiences.

Senior UX Designer

Scotiabank

Sep 2017 - Oct 2018 (1 year 2 months)

- Led innovative financial product design using design thinking.

- Contributed to the company design system.

UX Specialist

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Jan 2017 - Aug 2017 (8 months)

- Collaborated on product direction, prioritized user needs, and mentored junior designers.
- Led project designs from research to testing.

Senior UX/UI Designer

Rappi

Oct 2016 - Dec 2016 (3 months)

- Developed user-centered interfaces and conducted UX research.
- Created design documentation for product consistency.

UX/UI specialist

Grupo Tilenus

Sep 2014 - Feb 2016 (1 year 6 months)

- Proposed UI/UX ideas for key app and designed advertising strategy.
- Increased app downloads by 500% and contributed to UX design standards.

Online Marketing Specialist - Internship

eComm360 S.L

Apr 2014 - Aug 2014 (5 months)

- Managed online marketing strategies, resulting in increased traffic and sales.

Digital Projects Coordinator

Tracker VSR Group

Oct 2011 - Apr 2014 (2 years 7 months)

- Led online web teams, analyzed market trends, and developed productivity processes.

Education

Istituto Europeo di Design

Master's Degree, Marketing

2013 - 2014

Formación Gerencial y Administrativa en Marketing y Publicidad

LCI Bogota

2005 - 2007

Principios del Diseño y el Arte, Tecnologías aplicadas al diseño, Tipografía y 3D