



Juan Alzate
Service & UX Design

www.jualzate.com
jualzate@hotmail.com
+1 912-257-9054

DESIGN EXPERIENCE

Retail Business Services - Experience Designer Jul 2020 - Current

- Researched and identified opportunities to enhance corporate and stores' response to emergency situations.
- Facilitated co-creation workshops to enable a shared understanding of needs, and activate empathy for end-users.
- Conducted primary and secondary research, and helped Ahold Delhaize build a shared vision for our future grocery stores.

Candor USA - UX/UI Design Summer Internship Jun 2019 - Aug 2019

- Designed the UX/UI of onboarding and dashboard experiences for a healthcare brokerage platform that increased broker's profits by 300% during 2019.
- Designed and standardized digital medical underwriting journey suitable for all insurance providers
- Reduced individual application times to health insurance by 40%

Scad + Volvo Acad. Collaboration - UX Researcher Mar 2019 - May 2019

- Conducted both quantitative and qualitative data analysis on data gathered from in-depth interviews, surveys, and focus groups
- Developed user personas, user journey maps and high-level ideas to improve Volvo's online shopping experience

BUSINESS EXPERIENCE

Renault-Nissan Colombia HQ - Sales Zone Manager Jan 2018 - Jun 2018

- Facilitated the co-creation of succesful regional events and sale strategies.
- Helped local dealers improve their product mix, marketing efforts, customer experience and sales pipeline.
- Alongside 3 brand's dealerships, I consolidated Renault as the regional sales leader, with a market share of 23%.

Renault-Nissan Colombia HQ - Used Car Manager Apr 2016 - Dec 2017

- Country leader for Renault Selection, Renault's used car business.
- Deployed more formal and trustable service standards on our dealerships
- Successfully launched new brand campaigns that impacted sales, profitability, and enhanced the brand's position.
- Released a dynamic pricing guide for dealerships.
- Launched Renault Selection's website.
- Launched "Renault Retoma" campaign in collaboration with the new cars unit.

Renault-Nissan Colombia HQ - Advertisement Media Coordinator Mar 2015 - Mar 2016

Led the brand's media strategy, oversaw the brand's advertisment and markerting budget, and led the integration of Renault's digital marketing platforms in Colombia

Renault-Nissan Colombia HQ - Sales Analyst & Distribution Coordinator Mar 2010 - Feb 2015

Started my professional journey as a Sales Analyst, where I became proficient in Excel and turned raw data into actionable insights for the country Sales Manager and Commercial Director. Soonafter, I was promoted to Commercial Planning and Distribution Coordinator, where I balanced the demand from the dealerships with the production capacity of factories around the world.

EDUCATION

Savannah College of Art & Design

Savannah, GA 2018 - 2020
M.F.A. Service Design (GPA 3.95)

Universidad de los Andes

Bogotá, Colombia 2005 - 2010
B.S Business Administration

HONORS AND AWARDS

SCAD Startup 2020 – 1st Place
Candor + SCADpro Challenge – 1st Place
SCAD Service Design Club – President
SCAD Academic Achievem. Scholarship
Colfuturo Scholarship Award

SKILLS

Design

UX Design
Service Design
Human-Centered Research
Workshop Facilitation
Information Architecture
Competitive Analysis
Service and UX Prototyping
Motion Media Design
Quantitative & Qualitative Analysis
Usability Testing
Figma
Adobe Creative Suite
HTML,CSS

Business

Sales and Marketing Strategy
Business Strategy
Project Management
Budget Management
Cross-Functional collaboration
Microsoft Office Suite

Fluent Languages

English, Spanish, French