OSCAR NOGUERA
PRODUCT DESIGNER

Portfolio link | oscarnog1810@gmail.com | +57 310 509 9812

Multidisciplinary Product Designer with 5+ years of international experience creating user-centered digital products and brand systems. Skilled in UX research, UI design, and strategy, crafting meaningful, inclusive experiences across tech, civic, and cultural sectors.

PROFESSIONAL EXPERIENCE

UX/UI & Brand Designer
Remote freelance | Colombia and Europe | 2023 – 2025

↳ Delivered end-to-end UX/UI and branding projects for international clients across sectors.

↳ Collaborated with a government agency to develop brand identity systems and packaging for civic initiatives, ensuring accessibility, inclusivity, and regulatory compliance.

↳ Led the full product design cycle: from user research, personas, journey maps, and wireframes, to high-fidelity prototypes and interactive designs using Figma and Webflow.

Service Designer
Oslo Selskapslokale | Oslo, Norway | Aug 2022 – Jun 2023

↳ Conducted user experience research using User-Centered Design (UCD) methodologies to identify service pain points and improve user journeys and operational efficiency.

↳ Facilitated co-creation workshops with stakeholders, driving changes to roles, internal communication, and service delivery protocols.

↳ Designed live brand experiences for high-profile clients such as Oslo City Hall, McDonald's, H&M, and Accenture, contributing to a 20% improvement in client satisfaction.

UX/UI Designer
Systematically Designed | Oslo, Norway | Jan 2021 – Jun 2022

↳ Collaborated on UX/UI design for SnicSnac by PictoryTale, an AR storytelling app now live on App Store.

- Participated in the early conceptual development, contributing to the definition of core features and interaction models.

- Collaborated in Agile sprints with international stakeholders, aligning design decisions with technical feasibility and product roadmap.

- Designed wireframes and interaction flows in Figma, enhancing developer handoff and implementation speed.

- Collaborated on developing a comprehensive design system in Figma for the Place+ web application, ensuring consistency and scalability.

↳ Collaborated on user research workshops for the Oslo International Welcome Center, engaging directly with diverse stakeholders to identify key user needs and inform inclusive design decisions.

↳ Led the brand identity for the Oslo International Welcome Center.

M.A. in Product Design – Design in Complexity
Oslo Metropolitan University (OsloMet), Norway | Jun 2022

B.A. in Industrial Design
Universidad del Valle, Colombia | Jun 2018

B.A. Architecture (5 Semesters)
Universidad del Valle, Colombia | Jun 2012

Design Tools
Figma, Webflow, Shopify, Adobe XD, Sketch, Canva, Miro, Adobe Creative Suite.

UX Methods
User Interviews, Journey Mapping, A/B Testing, Wireframing, Prototyping, Heuristic Evaluation, Usability Testing, Personas, Design Systems.

Front-End Collaboration
Basic HTML/CSS knowledge for effective developer handoff.

Methodologies
User-Centered Design (UCD), Design Thinking, Systems Thinking, Agile/Scrum.

AR & Multimedia Tools
CapCut, Premier, Rhino 3D, SketchUp, V-Ray, Solidworks.

Soft skills
Strategic problem-solver, action biased, curiosity driven, extra mile mindset, entrepreneurial mind, assertive communication, mentorship, autonomy, leadership.

Spanish (Native), **English** (Fluent), **Norwegian** (A2)