

Daniel Rojas Lasso

UX/CX Designer · Information architecture, product redesign & adoption strategy
Bogotá, Colombia · +57 304 347 1598 · daniel.rojas.lasso10@gmail.com · danielrojaslasso.com

PROFILE

Design professional from Universidad de los Andes focused on user and customer experience. My work centers on redesign: taking products and sites that already exist, auditing why they're not working — hierarchy that doesn't match how people read, architectures that grew by accumulation, content that doesn't communicate — and restructuring them while respecting the existing visual system. I combine user research, service design and UX content with an additional technical background in data analysis and programming that lets me design with a real understanding of implementation constraints.

EXPERIENCE

UX/CX Strategist — Visión and Design

Bogotá · 2024 – 2025

- Redesigned the structure and information architecture of existing digital products, working within each client's brand guidelines.
- Ran experience audits, journey maps and usability testing to support design decisions with evidence.
- Delivered responsive layouts and component organization in Figma, ready for developer handoff.

Client Success & Adoption Strategy — Pronect (Chile)

Freelance project · 2023 – 2025

- Designed content formats for training and product adoption in the telecom sector, reducing onboarding friction.
- Translated complex technical requirements into clear, actionable material for end users.
- Aligned client objectives, content strategy and operational outcomes.
- Coordinated stakeholder feedback to ensure the material's consistency and effectiveness.

UX/UI Designer & CX Consultant — Independent

Bogotá · 2022 – Present (current role)

- Designed and redesigned websites and landing pages for startups, small businesses and mid-size companies, working within existing visual identities.
- Restructured the information architecture and content hierarchy of live sites so the business's value proposition is clear from the first screen.
- Audited existing sites and identified structural, navigation and content problems, with improvement proposals scoped to each client.
- Full process: audit → information architecture proposal → interface design in Figma → handoff and follow-up with development.

EDUCATION

BA in Design — Universidad de los Andes

Bogotá · 2024

Thesis: customer pain points in the automotive sector and trust-building as a strategy to improve the relationship between users and specialized workshops.

Specialization in Geographic Information Systems (GIS) — Universidad Distrital Francisco José de Caldas

Bogotá · In progress (2026 – first half of 2027)

Spatial analysis, geographic databases and object-oriented programming (Java). Brings data handling and technical judgment to design work.

SKILLS

Information architecture: structure audits, content hierarchy, navigation systems

Product design: responsive layouts, design systems, developer handoff

Research: interviews, usability testing, heuristic evaluation, insight synthesis

CX strategy: customer journey mapping, service blueprints, experience metrics

UX content: microcopy, voice & tone, adoption and training content

Tools: Figma (auto layout, components, variants, prototyping) · HTML · FigJam · Miro · Notion · Google Analytics · Adobe Illustrator · QGIS · Java

Languages: Spanish (native) · English