

JAVIER AUGUSTO ARIAS REGUILLO

DIRECTOR OF TECHNOLOGY AND INNOVATION OPERATIONS

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I am passionate about understanding human behaviour and interactions to design services that generate meaningful social impact. My experience working with vulnerable communities across diverse regions has equipped me with strong mediation skills, allowing me to navigate different perspectives and contexts effectively. I specialize in UX research, leveraging both quantitative and qualitative methods such as design thinking, canvas and scrum to uncover valuable insights. My approach is rooted in design thinking, focusing on identifying and addressing stakeholder needs to create innovative and impactful solutions.

AREA OF EXPERTISE

Research

Design thinking

Critical Thinking

Team work

Automatizations

Human-Centred Design

Analytical thinking

AI solutions Mastery

Interdisciplinary collaboration

PROFESSIONAL EXPERIENCE

Business Analyst and Full Stack Developer | MIGA SAS

2024-2026

- Mixed research applying quantitative and qualitative methods
- Benchmark, Information architecture, Optimizing user flows
- Web design in Wordpress, with Creation of the website's copies and micro copies
- Development of virtual and agent-based sales assistants
- Design and development of a management dashboard application with automation, 360°, omnichannel capabilities

UX Designer and WordPress Developer | avecinece.org

2023-2024

- Customize templates, themes, and plugins to meet the site needs
- Conduct usability testing for website redesign
- Configure WordPress and the design to be SEO friend

Policy Project Manager | Secretariat of Economic Development of Bogota

2022-2024

- Responsible for meeting goals and metrics, increasing the number of beneficiaries of the entity's programs
- Research into social practices to improve activities such as events, workshops, fairs, among others
- Creation and presentation of reports, audio visual content to document and communicate progress and results
- Employ research techniques such as interviews, fieldwork, and people-centred pedagogy

Researcher and data analysis for public policy | Public Function Department of Colombia

2022

- Data analysis from public entities at the national level to support the formulation of public policies.
- Qualitative and quantitative data analysis, especially on the hiring of public officials.
- Developed output charts in Excel and data visualization in Power BI.
- Drafted written progress reports and presentations.

Community manager and user researcher | TXC Foundation

2019

- Creation of audio visual and social media content, covering the activities of the TXC Foundation in various regions of Colombia.
- Qualitative and quantitative methods to optimize the foundation impacts
- Developed output charts in Excel and data visualization in Power BI
- Drafted written progress reports and presentations.

EDUCATION

Master in Social sciences, Digital Media and Society

2024-NOW

Uppsala Universitet, Sweden

Bachelor of Philosophy

2015-2021

Universidad de Los Andes, Colombia

Bachelor of Anthropology

2014-2020

Universidad de Los Andes, Colombia

ADDITIONAL INFORMATION

Languages: Spanish Native , English C1, German B1

Software:

- Adobe Photoshop, Adobe Premier, Adobe Illustrator
- Antigravity, ClaudeCode, Ollama, OpenClaw, ChatGPT
- Microsoft Excel, Microsoft Power Bi, LoockerStudio
- Notion, Confluence, Google Workspace, Trello
- Google Forms, Microsoft Forms, Typeform, Mailchimp
- WordPress, Gohighlevel, Salesforce, N8N, Power Automate.
- WhatsApp Bussines API, infobip, IVR, chatbots, voicebots
- Figma, FigJam, Miro, Mural, Microsoft PowerPoint