

JUAN DANIEL MAYA PÉREZ

UX/UI Designer | Design Engineer | 3D Designer

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PROFILE

UX/UI Designer and Design Engineer with two years of studio experience designing for an international client. Used to presenting work in design critiques, iterating on feedback and keeping visual consistency across a long-running production. Currently pursuing a Master's in UX & UI Design at Universidad Europea de Madrid and certified in Google UX Design; I design end to end, from user research, personas and journey maps to wireframes, high-fidelity prototypes and design systems in Figma, validated through usability testing.

EXPERIENCE

3D Modeler / Animator — La Mar Media Lab

Jul 2024 – Jul 2026

- Designed, modeled and textured characters, props and sets for “Bubbles & Friends”, a children’s animated series for a U.S.-based client, across 2 seasons (around 50 episodes), and for the Fiesta Lab project.
- Took every prop through design critique, turning feedback into iterations that met the international client’s requirements.
- Kept assets consistent with the series’ style guide across episodes, working in a shared studio pipeline with Blender, Substance Painter, Photoshop and After Effects.

Graphic Designer (Assistantship) — Microempresas de Colombia

2021 – 2023

- Designed infographic pieces for social media, turning information into clear visual hierarchies for a general audience.
- Created graphic design, After Effects animations, video editing and illustration that kept the brand consistent, using Illustrator, Photoshop, After Effects and Premiere Pro.

Freelance Designer — Independent

2018 – Present

- Design commissions for clients such as Fogafín (3D poster: modeling, texturing and set dressing) and Microempresas de Colombia, plus 3D and 2D art in digital and traditional media.

UX/UI CASE STUDIES

SproutQuest — gamified plant-care mobile app · Google UX Certificate

2026

- Designed an end-to-end mobile experience, from research and user flows to a high-fidelity interactive prototype, in two and a half weeks.
- Ran two rounds of usability testing (low and high fidelity, 5 participants each); the high-fidelity round was positive across all tasks with a single adjustment.

Boardos — board-game e-commerce · Google UX Certificate

2026

- Took an online store from idea to prototype in five days: branding, category filters, a game-recommendation quiz and a checkout flow.
- Based decisions on desk research and benchmarks (e.g. Baymard Institute cart-abandonment data) and iterated the quiz after a usability test.

TuHuella — pet-adoption platform, app and web · social-good project

2026

- Designed a compatibility-based adoption experience connecting households with shelters, for mobile and responsive web on Material Design 3, with accessibility in mind.

EDUCATION & CERTIFICATIONS

Master’s in UX & UI Design — Universidad Europea de Madrid (online)

2026 – 2027 (in progress)

B.Eng. in Digital Entertainment Design Engineering — Universidad Pontificia Bolivariana

Graduated Feb 2025

Google UX Design Professional Certificate — Google / Coursera

Oct 2026

SKILLS

UX: User Research, User Interviews, Competitive Analysis, Personas, Journey Mapping, User Flows, Information Architecture, Usability Testing, Design Sprint

UI: Wireframing, Prototyping (low and high fidelity), Interaction Design, Design Systems, Components, Material Design 3, Responsive Design, Accessibility, Design Critique, Modern Web Pipeline, AI-assisted prototyping

Visual & 3D: 3D Modeling, Digital Sculpting, PBR Texturing, Rigging, 3D and 2D Animation, Illustration, Concept Art, Motion Graphics

Tools: Figma, Framer, Adobe Illustrator, Photoshop, After Effects, Premiere Pro, Blender, ZBrush, Substance 3D, Maya, Toon Boom, Unreal Engine, Claude Code, GitHub

Languages: Spanish (native), English (C1)