

German Losada

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Web Developer

Innovative and detail-oriented Product Designer, Front-End Developer, and Digital Marketing Specialist with a strong focus on fintech solutions. I specialize in crafting user-centered products by combining intuitive UI/UX design, responsive front-end development, and data-driven marketing strategies. My work showcases meticulous attention to motion design and impactful visual content that drives commercial success. With extensive experience in agile methodologies, I excel in efficiently delivering cutting-edge financial products and services. Passionate about collaborating with financial startups, I aim to innovate and elevate user experiences, contributing to the creation of groundbreaking fintech solutions.

KEY SKILLS (hard(technical skills) / soft skills)

HTML/CSS	UI/UX Design	SEO
JavaScript / Typescript	Prototyping	Content Management
React.js /Angular	User Research	Data Analysis
Responsive Design	3D Modeling	Social Media Marketing
Version Control	Wireframing	Email Marketing
PHP / SQL	Figma /Adobe XD	User Journey Mapping
APIs	Photoshop /Illustrator	Photography
Agile Development	Iterative Design and Testing	Scrum Methodology
Next.js	Design Thinking	PPC Advertising
Tailwind CSS	Information Architecture	CRM

EDUCATION

- College Diploma / Computer Programming**, Georgian College, Toronto, ON (2023 - 2025)
- College Diploma / Digital Marketing**, Greystone College of Business and Technology, Toronto, ON (2021-2022)
- Bachelor’s Degree/ Industrial Design**, Pontifical University Xaveriana, Bogota, Colombia (2016 -2020)

EXPERIENCE

- Product Designer,**
FMF Glass Hardware, Toronto, Canada (July 2024 – Present)
- I enhanced the user experience for FMF’s web applications using Java, JavaScript, and React, focusing on creating responsive and cross-browser-compatible interfaces.
 - I Led the development and optimization of a custom CMS with a Java backend and React frontend, improving content management workflows, SEO, and usability through intuitive UI components.
 - I designed and implemented reusable UI components in JavaScript and React, ensuring a cohesive design and smooth user interactions across both web and mobile applications.
 - I Collaborated closely with product managers, designers, and marketing teams to translate user requirements into high-performance, visually appealing solutions.
 - Used Git for version control, streamlining collaboration with efficient branching, merging, and pull request workflows.
 - I Conducted website performance audits, optimizing speed, usability, and engagement across devices.
 - Applied web security best practices to safeguard user data and maintain platform integrity.
- Product Designer, Entrepreneur, AI Chatbot & Web Development,**
Chatminds Development, Toronto, Canada (March 2023 – Present)
- I Established and managed Chatminds, delivering web development and AI chatbot solutions for fintech clients, increasing customer engagement on web and social media platforms.
 - I Developed scalable and SEO-optimized APIs, providing customized AI-driven digital experiences that improved client retention rates.

- I Utilized modern frameworks (e.g., React, Vue.js) and responsive front-end development for B2B web applications, enhancing UX/UI consistency.
- Integrated relational databases (PostgreSQL) for backend data management, supporting data retrieval and user analytics.
- I Designed and deployed secure, SEO-friendly code across projects, ensuring data security and platform stability.
- I Regularly conducted testing using frameworks like Jest, ensuring reliable, high-performing web applications in Agile (Scrum/Kanban) environments.
- I Participated in Agile project management, employing Scrum and Kanban methodologies to manage workflow and meet project deadlines.

Product Designer,

Gravity Inc, Toronto, Canada

(February 2022 – January 2024)

- I Led product design and web development initiatives for financial and fintech startups, with a strong emphasis on usability and cross-device functionality.
- I Created interactive, responsive websites, ensuring cross-browser compatibility and accessibility for diverse audiences.
- I Collaborated in Agile teams to iteratively refine UX and improve functionality for product launches, working closely with stakeholders to align with business goals.
- I Used Figma for UI/UX design, wireframing, and prototyping, ensuring seamless design-to-development handoff.
- I Leveraged RESTful APIs and AJAX to integrate client-side data solutions, improving app responsiveness and user engagement.

Intern Product Designer,

Bancolombia, Bogotá, Colombia

(Jul 2019 – Feb 2021)

- I conducted user research to understand needs and improve user flows.
- I designed wireframes, prototypes, and high-fidelity UI for digital products.
- I collaborated with developers and stakeholders to ensure design alignment.
- I simplified complex workflows for seamless user experiences.
- I created and maintained design systems for consistency across projects.

Entrepreneur & Product Designer,

Pasta Dicasa Company, Bogotá, Colombia

(March 2017 – October 2021)

- I Designed and developed digital sales and delivery systems, emphasizing user-centred design and responsive layout implementations.
- I Created and optimized digital marketing strategies, resulting in a 60% increase in sales through targeted social media campaigns.
- I Implemented A/B testing and user research to enhance the digital customer experience and engagement continually.
- I Conducted user research, stakeholder interviews, and usability testing to inform design decisions.
- I Developed branding style guides and delivered design assets to development teams, ensuring consistency and quality.

CERTIFICATIONS

Introduction to Front-End Development, Meta, Coursera

(September 2022)

Innovation Design, Chamber of Commerce, Bogotá, Colombia

(March 2016)

PORTFOLIO

Website: <https://portfoliogl.web.app/>

Behance: <https://www.behance.net/germanlosada>

GitHub: <https://github.com/Gflosada>

REFERENCES

Tatiana P. Lozada

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