

Juan Manuel Morales

Research and strategy

Contact

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Education

University: Politécnico Grancolombiano

Marketing and Advertising

2024 - 2028

Member of the Consumer Research and Personal Brand groups, with participation in marketing and management events as lecturer.

Complementary Formation - Certificates

Product Marketing

Platzi
2025

Digital Marketing

HubSpot Academy
2025

Languages

Spanish: Native.

English: Advanced.

Profile

Entry-level strategist focused on market and user research, growth, and brand strategy, with a background in user experience. Passionate about tech, design, and culture, blending analytical skills with creativity and taste.

Experience

Global Innovision Systems S.A.S.

Jan. 2025 - Sep. 2025

Junior UI/UX Designer

Collaborated with engineers to create wireframes and mockups for mobile apps. Brought a user-focused perspective to the development process, ensuring user behavior and design principles were prioritized to improve usability

Skills

Soft skills

Curious, continuously learning and upskilling in my areas of interest.

Strong attention to detail.

Leadership-oriented, ensuring team well-being and performance.

Understanding of culture and trends (consumer behavior).

Strategically focused, always analyzing to inform decisions.

Hard skills

Office 365 Suite (Excel, PowerPoint, Word, Forms).

Market research, growth and strategic planning frameworks (competitor analysis, qualitative research, etc.).

UI/UX design and research (customer journey mapping, personas).

LLM integration in workflows (Perplexity, Claude, ChatGPT, etc.).
