

# JAVIER AUGUSTO ARIAS REGUILLO

## DIRECTOR OF TECHNOLOGY AND INNOVATION OPERATIONS

+573226862752 | ja.arias12@outlook.com | <https://javierariasportfolio.site>

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

#### AI-powered Sales Agent Development | Comestibles Alfa 2026

- AI sales agent for Comestibles Alfa that serves customers on their website
- Built on n8n and integrated with the MercadoLibre API
- AVA chats about products, answers questions, and routes users to the right area based on their request

#### 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 2024-2026

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, Figma, FigJam, Miro, Mural, Microsoft PowerPoint
- AntigraVity, ClaudeCode, Ollama, OpenClaw, ChatGPT, WhatsApp Business API, infobip, IVR, chatbots, voicebots
- Google Forms, Microsoft Forms, Typeform, Mailchimp, Microsoft Excel, Microsoft Power BI, LoockerStudio
- WordPress, Gohighlevel, Salesforce, N8N, Power Automate. Notion, Confluence, Google Workspace, Trello