Jose Antonio Avila Paniagua

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Interaction Designer

Professional Summary

Senior UX & Interaction Designer with over 9 years of experience crafting digital experiences. Trained at the Copenhagen Institute of Interaction Design and grounded in Industrial Design Engineering, I specialize in turning complex problems into intuitive solutions through research, prototyping, and cross-functional collaboration. My international experience spans enterprise platforms, immersive interfaces, and emotional design products. I'm always open to relocation and remote work.

Professional Experience

Aug 2023 - Present

Senior UX Designer

Publicis Sapient — Costa Rica

Led UX initiatives for a major U.S. telecom company, redesigning the B2B shopping flow for enterprise clients, reducing cognitive load and increasing conversion rates.

Designed new features for a children-focused wearable tech product by analyzing behavioral data, increasing usage and parent adoption.

Mentored junior designers and collaborated with internal product managers and design leads to align strategy, usability, and implementation.

Aug 2022 - Aug 2023

Interaction Design Senior Analyst

Accenture — Costa Rica

Designed a mobile experience for an automotive client with a wide consumer base. to help electric vehicle owners track performance and real-time data.

Simplified complex technical information into accessible UX flows and collaborated with product and engineering teams to align on brand and usability goals.

Apr 2021 - Aug 2021

Senior UX Designer

Prodigious — Costa Rica

Participated in the early stages for Marcel.ai, an internal Al-powered employee platform, defining features and user flows that supported knowledge discovery.

Worked cross-functionally with product, dev, and research teams from both tech and agency sides, presenting iterative solutions through data-informed demos.

Nov 2019 - Apr 2021

UX Designer

Hangar — Costa Rica

Participated in a website redesign for a multinational banking client, conducted user testing, iterated based on feedback, and collaborated with cross-functional teams.

Led UX design for an internal career development platform for a digital marketing agency, enhancing usability and transparency for employees.

Feb 2019 - Nov 2019 Interaction Designer

17K — Stuttgart, Germany

Participated in the design and prototype of interactive installations including a global automotive museum and a data-driven experience for a healthcare company.

Led concept, design, and prototyping for an interactive exhibit featured in a Norwegian museum (as my BSc graduation project), working closely with developers and clients in a small, cross-disciplinary team to ensure technical feasibility.

Oct 2018 - Feb 2019 Digital Designer

Qanta Media — Costa Rica

Sole UX/UI designer creating digital experiences and websites for a mix of small businesses and consumer brands that remain live.

Delivered AR/VR brand activations, collaborated with developers and 3D designers to manage concept through execution in a fast-paced, startup-like environment.

Apr 2016 - Aug 2017 UI/UX Designer

Symbiotic — Costa Rica

Designed mobile apps for shopping centers that offered users real-time promotions and loyalty-based deals.

Worked as the sole UX/UI designer in a startup setting, owning the design process from wireframes to final UI across iOS and Android platforms.

Education & Foundations

2021 - 2022 Copenhagen Institute of Interaction Design (CIID)

Graduate Program in Interaction Design — Graduated with Honors

2017 - 2018 HfG Schwäbisch Gmünd, Germany

Exchange Program in Interaction & Product Design

2012 - 2019 Instituto Tecnológico de Costa Rica

BSc in Industrial Design Engineering

Core Skills & Methodologies

- User Research, Usability Testing, UX Strategy & Design Thinking
- ► Interaction Design, Prototyping & Iterative Design
- ▶ User Interface & Microinteractions

Tools, Technologies & Languages

- ▶ Figma, Sketch, Adobe XD, Framer, Origami
- ▶ Adobe CC Suite (PS, AI, AE)
- ► HTML, CSS, Processing, Arduino

► Spanish: Native proficiency

► English: Professional proficiency

► German: A2 level