JAYSON RAMÍREZ MAFLA

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EDUCATION

New York University, Tandon School of Engineering, New York, NY May 2027
Master of Science in Integrated Design & Media
Universidad del Cine (FUC), Buenos Aires, Argentina Sept 2018
Bachelor of Arts in Cinematography, Major in Directing

RELEVANT EXPERIENCE

UX Research Intern, Braiding Data to Save Lives, **NYU Tandon**, New York, NY June 2026-Present

- Conduct qualitative research with human subjects on a project led by Prof. Graham Dove and Prof. Luke DuBois.
- Facilitate participatory workshops to gather insights from stakeholders.
- Run UX evaluation of a data visualization prototype, translating findings into design recommendations.

Research Assistant, Defining Accessibility within XR, **NYU Tandon**, New York, NYJan 2026-June 2026

- Collaborated with Prof. Regine Gilbert to standardize inclusive design in immersive environments using the Human Spatial Computing Alphabet.
- Ran user tests and documented interaction barriers in XR experiences.

Graduate Assistant, PhD Hub, **NYU Tandon**, New York, NY Sept 2025-Present

- Design, develop, and maintain web interfaces and interactive materials, improving user experience, accessibility, and digital engagement.
- Support event planning and collaborate on cross-team projects.

Interaction Designer Senior, **Bancolombia**, Bogotá, Colombia Dec 2021-Aug 2025

- Designed Bancolombia's mobile experience for Bre-B, Colombia's Zelle-equivalent payment system, adopted by 17M customers and processing a record 9.26B transactions.
- Achieved a 4.46 experience rating (ICX) for Bre-B QR payments, among the highest in Bancolombia's portfolio, with 897K+ businesses accepting payments.
- Designed 90 reusable cross-channel widgets and a contribution model for siloed agile teams, reducing time to market by 80% and improving consistency across 8 digital channels for 19M+ users.
- Collaborated on Bancolombia's website redesign as Mid-level Interaction Designer, restructuring the information architecture of 1,000+ URLs.

UX Designer, **Multiplica Talent**, Bogotá, Colombia Mar 2021-Nov 2021

FILM & MEDIA EXPERIENCE

Film Director & Editor, **La Chispa Films**, Buenos Aires, Argentina Jul 2016-Jun 2020

- Directed a televised LA NACION documentary on women cross-border carriers at the Argentina-Bolivia border.
- Directed "Bodegoles," a TNT Sports digital series on Buenos Aires' food history, reaching 337K YouTube views.

SKILLS

Design & Prototyping: Figma, Figma MCP, Unity, p5.js
Video & Motion: Adobe Premiere Pro, Adobe After Effects
Research & Testing: Maze, Qualtrics, Optimal Workshop
Programming: Python
Languages: Spanish (native), English (professional)