2026

I’m Juliana,
Experience designer and storyteller.

How I got here

Born in La Plata, based in Buenos Aires.
Visual Communication Design degree, UNLP.

More than twenty years in design and UX.

My early years were deeply rooted in the graphic world.

As digital products expanded, and closely observing how people interacted with them, I discovered **the real value of connecting with those on the other side**. That moment changed everything for me.

Driven by what **design can transform in people's lives**, I channeled my energy into delivering experiences that are intuitive, frictionless, and high impact.

While learning to understand others, I also collected new ways to express myself through design, lettering, and illustration in personal projects that kept me sharp, active, and **constantly learning**.

During the five years I led design teams in the financial world, I found something I didn't expect: that helping the people on my team become their best selves moved me as much as design itself. That's when I started looking more closely, not just at what people do, but why. I brought in coaching and behavioral design, to better understand what happens when we lose our footing. **That's where I found my new direction.**

I observe, I connect, I transform.
I design experiences and write about them.

In January 2026 I left corporate life. Today that takes shape in my own blog and a book about **creativity and change**: what it takes to go from noticing to daring.


so,
this is me

Some of the brands I've worked with over these 20 years. You know them, you use them, you admire them, or all of the above.



Banco Galicia

2021/2026

Focused on customer experience across core banking verticals: payments, contactability, and loyalty, designing for simplicity across app and web, while aligning with the bank's goals of growth and revenue.

Link
julianarojas.com/en/galicia

Skills

Team management & leadership | UX | Audience insights | Strategy | Creative thinking | Design thinking | Storytelling

Disney

2019/2021

Worked to unify all Disney apps (acquired at different times and built on different technologies and architectures) into a single modular structure. As part of a team spread across Los Angeles, Bristol, Seattle and San Diego, I built brand-agnostic wireframes covering every possible state of each flow.

The goal: one consistent design system to serve all verticals, from entertainment and news to documentaries, comics, films, and editorial, simplifying both development and user experience.

Link
julianarojas.com/en/disney

Skills

UX | UI | Audience insights | Creative thinking | Advanced English | Storytelling

FOX/Nat Geo

2010/2019

At Fox, I experienced a defining shift, from building microsites for TV shows to becoming part of larger-scale projects, including the early stages of an on-demand content platform centralizing live shows, programs, and films across multiple channels, the digital experience redesign of Nat Geo for Latin America, and UX review on the Nat Geo Kids project.

Nat Geo link
julianarojas.com/en/nat-geo-app

Nat Geo Kids link
julianarojas.com/en/nat-geo-kids-app

Skills

UX | UI | UX review | Audience insights | Advanced English

Other experiences

Shorter but deeply enriching experiences that helped me build the foundation I later brought to global corporations and larger-scale projects.

2016
Speaker at Behance Reviews Bogotá, Colombia.

2013/2014
Reviewer at Behance Reviews Buenos Aires, Argentina.

2009/2010
Designer at 8A Marketing, Comunicación y Diseño.

2007/2009
Designer at P3DESIGN Digital Agency Buenos Aires.

Skills

UX | UI | Audience insights | Creative thinking | Storytelling

A Disney
team
member

Juli is creative and detail-oriented, with a personality that turns every project into something of her own. The kind of person who adds value from day one, and whose absence is felt when she's not there.

Get in touch

Let's have good talks, work together or simply ask me anything.



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See you around.

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