



Alejandro Moreno Martín
Product designer

Hello - I improve people's lives through **user experience**. Of Spanish origin, I am fluent in English and deeply value **self-taught learning** and **continuous improvement**.

Experience

Product designer — Entrepreneur

Artisteo

Oct 2024 — Present

Spain — Remote

I am leading the **design of a marketplace** focused on giving visibility to **musical artists** and democratizing their booking. Through a strategic approach, I am aligning user needs with business objectives, designing an experience that is intuitive, efficient and accessible. This project combines research, user-centered design and iterative development to create a solution that drives meaningful connections between artists and those seeking their services.

Product designer — Entrepreneur

Geomites

Mar 2023 — Present

Spain — Remote

I lead the UX/UI design of a **mobile video game for iOS and Android** in an agile environment, conducting market analysis, user research, prototyping, and usability testing. I collaborate with developers to transition the prototype to React and created a design system for maintenance and updates.

Product designer — Freelance

Apr 2022 — Present

Spain — Remote

I work as a product designer for different companies and sectors. My main freelance activities include **designing and developing** company websites, designing corporate documents, and participating in the design process of various products or services.

Marketing manager — Contract

Promam

Jul 2017 — Sep 2021

Spain — Onsite

I was responsible for **marketing and design tasks**, managing the design and development of the company's website and led SEO positioning campaigns. I spearheaded marketing campaigns on social media and organized and developed the design of various products necessary for the company's operations, including catalogs, advertisements, and documents.

Education

Google & Coursera, Interaction Design Foundation

2021 - Present

Design thinking: The ultimate guide, User Experience: Beginner's Guide, Foundations of User Experience, User research, Gestalt psychology, Human-Computer interaction, Design for the 21st century, Emotional design, Information visualization, Mobile user experience, Visual design, UI design patterns

Rey Juan Carlos University

Marketing degree

2011 - 2016

Skills

UX research, UX design, UI design, Wireframing, Prototyping, Problem solving, Communication, Design systems, Usability

Tools

Sketch, Figma, Adobe Creative suite, Framer, Webflow, Wordpress, HTML5, CSS3, Javascript, Axure, Asana, Jira, ChatGPT, Midjourney, NotebookLM