Alejandro Moreno
Product designer

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About

Spain, remote
English & Spanish speaker
Hey! - I'm passionate and dedicated to user experience to improve people's lives. I am self-taught and methodical in search of continuous improvement. I consider myself an eternal learner and aspire to lead design teams that impact millions of users.

Experience

Product designer

Geomites
Mar 2023 - Present
Alongside a team of designers and developers, I led the UX and UI design for this project, where we developed a mobile video game for iOS and Android platforms in an Agile environment. I analyzed market leaders offering similar products, researched potential users, and created low-fi and high-fi designs in Figma. Subsequently, I developed a prototype that allowed me to verify the design decisions through usability testing and A/B tests, determining if they were accurate or required revision. With the prototype completed, I collaborated with the development team to transition the prototype into React. Finally, I developed a design system that facilitates the maintenance and updates of the product.

Product designer

Atipiko tours
Feb 2023 - Oct 2023
I was hired alongside a full-stack developer to design and develop a website for a travel agency. I conducted market research and analysis, focusing on users and competitors. I created low-fi and high-fi wireframes and conducted user tests, iterating on the designs based on the feedback received. I maintained clear communication with the development team to ensure effective implementation of the designs. Upon completion of the project, the company achieved branding and a website that increased its sales by over 200%.

Product designer

Senzo studio
Apr 2022 - Nov 2022
As a freelancer, I was hired to design and develop a website for a visual effects studio. I researched the leading companies in the market and defined the product, creating user flows from low to high fidelity. I conducted user research and testing to ensure that the content and design were efficient. I developed the website, ensuring the final product met the expectations of both stakeholders and users. The company achieved a more than 50% increase in project bookings compared to the previous period.

Marketing & Design manager

Promam
Jul 2017 - Sep 2021
As an employee at an industrial machinery manufacturing company, I was responsible for marketing and design tasks. I managed 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. I also collaborated with stakeholders to organize the marketing and sales strategy.

Education

Rey Juan Carlos University
2011 - 2016
Marketing degree

Courses

Google & Coursera, IDF, Domestika and Udemy,
2021 - 2023
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 - Introduction to after effects - Advanced HTML5 & CSS3

Tools

Sketch - Figma - Adobe Creative Suite - Framer - Webflow - Wordpress - HTML - CSS - Javascript - Axure - Asana - Jira

Skills

UX Research - UX Design - UI Design - Wireframing - Prototyping - Problem solving - Communication - Design systems