



alejandromorenomartin.com
Linkedin
(34) 618110583
alejandromorenomartin1990@gmail.com

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

Together with a team of designers and developers, I lead the UX and UI design of this project, in which we develop a mobile video game for iOS and Android platforms in an agile environment. I analyze market leaders offering similar products, research potential users and create low and high fidelity designs in Figma. I develop a prototype that allows me to verify design decisions through usability testing and A/B testing. We are now in the development phase and I collaborate with the development team to transition the prototype to React. Finally, I develop a design system that facilitates product maintenance and updates.

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