



# BLANCA I. ORTEGA LÓPEZ

PRODUCT MANAGER | UX DESIGNER

It was one of those children who asked a lot of questions. It happens, I was born to be a UX Researcher.

I have a background in Design, Marketing and Communication. Working in these fields gave me a strong foundation to move into UX/UI design.

I'm actively seeking new opportunities to grow while helping design solutions focusing on the user's needs.

## CONTACT



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BlancaOrtega.es

## SKILLS & ABILITIES

- Sketch, Zeplin, Figma
- InVision, Marvel
- User Research & Analysis
- Design Thinking
- Creative problem-solving
- Prototyping & validation
- Adobe Suite CC (Photoshop, Illustrator, InDesign)
- CMS (Wordpress, Joomla, Wiki)
- SEO, Google Analytics

## LANGUAGES

- Spanish: Native
- English: First Certificate by University of Cambridge. B2 (MECRL)

## HONORS & AWARDS

- Third place in Hackató de Comerç de L'Ajuntament de Barcelona 2020
- Third place in Sevilla Startup Weekend 2019 (Project AK Talent)

## IMPARTED COURSES

- Online sales for self-employed people
- Professional use of Social Networks
- Employment opportunities in Smart Cities
- Environmental awareness and Energy Certification RD 235/2013
- General Data Protection Regulation, implementation of the LOPD (Personal Data Protection Law)

## CAREER SUMMARY

### 2020-present **Product Manager & UX Designer**

#### Freelance

- Yo Local (pre-seed), Third place in I Hackató de Comerç de L'Ajuntament de Barcelona. Freelance

### 2011-present **Communication & Design Team**

#### Tribeca Media Spain, Keep Calm Comunicació

- Corporate communication, digital identity, web analytics ... for Calvo, Clear Channel, El Corte Inglés (Espacios de Música, Pitiflú), Lándaluz, Worten, Senador Música, Educápolix, Grupo La Raza.

### 2010-present **Editorial & Layout Designer**

#### Editorial Algaida, Grupo System, Red Design, SpainTrotter

- Editorial layout of textbooks, magazines, brochures and catalogs.
- Web design, development and layout.

### 2008-2009 **Project Manager**

#### Gestores Profesionales de Contenidos Digitales S.L.

- Project study, coordination and monitoring. Team coordination (up to 20 people). Productivity.
- Advice on LOPD (Personal Data Protection Law) and LSSICE (Law on Information Society Services and Electronic Commerce ). Preparation of Security Documents of the LOPD and compliance audits.

### 2007-2008 **Digital Content Manager**

#### Networking y Redes Sociales S.L.

- Training and coaching the editorial team (up to 10 people).
- Communication and Public Relations: Table of Entrepreneur Projects, Networking Workshops and Media Partner for EBE (Evento Blog España), Red.es, Xing...

## EDUCATION

### 2020 **Product Management**

*The Product Monster*

### 2019 **UX/UI Design Full Time Bootcamp**

*Campus Ironhack Barcelona*

### 2014 **Master in digital tools and technologies**

*EOI (Escuela de Organización Industrial) & Ánfora Formación SL*

## Yo Local

**Problem:** The economic situation of local businesses, aggravated by the impact of Covid-19 and its lack of digitization.

**Solution:** Yo Local helps local businesses make themselves known, sell their products and services, digitizing quickly and easily enabling consumers to find anything they need near them.

**Role:** Product Manager & UX Designer.

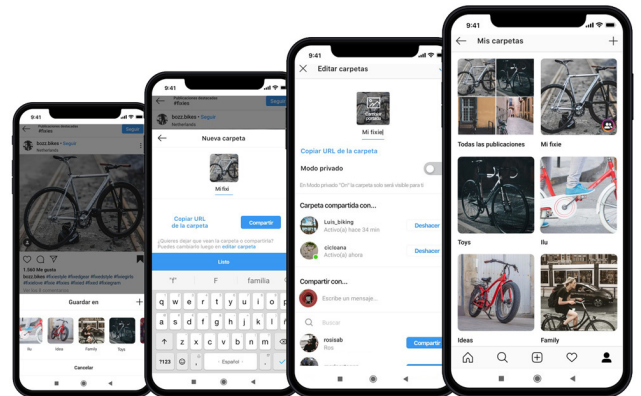


## Instagram

**Opportunity:** Instagramers share many images and videos with their friends using other apps. They need an option to share those files collaboratively and make them easy to retrieve.

**New feature:** Now you and your friends can share photos in Instagram more easily: create your shared folder (or as many as you want!), add photos and videos and get notified when new files are added. You can share the folder through a URL or make it private whenever you want too.

**Role:** UX/UI Designer.



## Windows Vista

**Problem:** Verify Windows Vista misperception hypotheses in end customers to improve its market penetration, share, and acceptance rate.

**Solution:** Study of the Windows Vista misperception problems and possible solutions through sales pitch, availability, rotation and other stock factors.

**Role:** On-site Researcher, zona Andalucía.



# Windows Vista

## Spain Trotter

**Challenge:** Show multiple travel options to Spain and Portugal to French travelers who love hiking and excursions.

**Solution:** Enjoy your tailor-made trip: different destinations and plans that meet your expectations! Spain Trotter allows you to find your ideal holiday thanks to its neat information architecture.

**Role:** UX/UI Designer.

