

Javier Ochando

Graphic Designer
UX / UI

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I am a Graphic Designer with +8 years of experience. I have an specific thirst for innovation, design and everything related to deliver a message in a powerful, appealing and effective way, ensuring a final product with solid roots and consistency. I really love ideas, the design behind every product, impossible connections between unrelated concepts, play and creativity.

Software Skills

Adobe CC:

Photoshop	☆☆☆☆☆☆
Illustrator	☆☆☆☆☆☆
Indesign	☆☆☆☆☆☆
Premiere Pro	☆☆☆☆☆☆
After effects	☆☆☆☆☆☆
Encoder	☆☆☆☆☆

UX / UI:

InVision	☆☆☆☆☆☆
Sketch	☆☆☆☆☆☆
Adobe XD	☆☆☆☆☆☆
Prot	☆☆☆☆☆☆

Web / mail:

Wordpress	☆☆☆☆☆☆
Squarespace	☆☆☆☆☆☆
Mailchimp	☆☆☆☆☆
HTML mail	☆☆☆☆☆☆

Personal Skills

Adaptive
Effective Collaborator
Empathetic
Passionate
Open-Minded
Easy-going person
Self-organization
Productiveness
Communication skills
Design thinking
Confidence

Work experience

Graphic Designer. The Workshop.

July 2017 - today (+1,5 years). London. UK.

Conduct a complete rebranding, overseen the consistency in the new brand style guide and creating the subsequent assets:

- Templates for internal communications
- Brochures
- Merchandising
- Conferences stands, backdrops, posters.
- HTML Emails
- New Website
- Animated Banners
- Corporate stationery
- Photography / video style
- Brand tone
- Corporate book with brand style guide

Creative Director. Antimateria Estudio.

May 2012 - July 2017 (5 years 2 months). Valencia. Spain.

Overseeing the creative process in ad campaigns and new brand Identities, while managing the creative team. Main functions:

- | | |
|--------------------------------|--------------------------------|
| - Business plan / Client Pitch | - Printing process / Providers |
| - Brainstorming | - Final product appearance |
| - Project Management | - Packaging and delivering |
| - Storytelling / copywriting | - Document processes |
| - Sketching / Illustrations | - Social Media |
| - Digitalizing process | - Marketing Strategy |

CRM Manager. Campus Party Europe

July 2009 - September 2013 (4 years 2months)

London, Berlin, Madrid, Valencia.

- Head of Customer Relationship Management
- Managing +100 people team in ID cards department
- Office production
- Follow up comms with customers
- Project Management

Studies & certificates >>>

Studies & certificates

UX Immersion & specialization.

CareerFoundry. December 2018 - today (ends July 2019)

UX principles in depth creating web apps and mobile apps.

Specialization in back end and front end coding with Java.

UI Design systems & theory.

UX Fundamentals.

CareerFoundry. September 2018 - Dec 2018.

- User Research
 - User Testing
 - User Flows
 - User Personas
 - Wireframing
 - Inf. Architecture
 - Prototyping
 - Project Managing
 - Presentations
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Certificate of Higher Education in Graphic Design.

School of arts of Albacete. September 2010 - July 2012.

- Printing process and materials
 - Adobe CC
 - Grids and layouts
 - Typography
 - Colour theory
 - Communication skills
 - Analogue photography
 - Digital photography
 - Video filming and editing.
 - Branding and corporate identity
 - Illustration
 - HTML
 - CSS
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Certificate of Mid Education in Printing & Packaging.

School of arts of Albacete. September 2008 - July 2010.

- Papers and printing techniques
- Screenprinting
- Letterpress
- CMYK machines
- Xylography
- Linocut
- Inks and printing techniques
- Packaging design
- Providers management