

# Miguel ÀLVAREZ

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VISUAL DESIGNER  
PRODUCT MANAGER  
UI DESIGNER  
FRONTEND DEVELOPER

I am a **Visual Designer and researcher** and **Product Manager**, with **experience in UI design** and **frontend development**, as well as the development and creation of **interactive and user-focused data visualizations**.



VISUAL DESIGNER

PRODUCT MANAGER

UI DESIGN

FRONTEND DEVELOPER

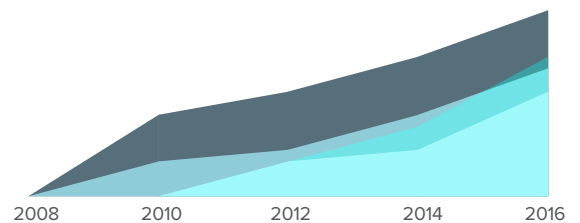
## | EDUCATION |

I have a **degree in Communication Sciences** as well as a **media and technological educational background**, and over the years I've moved from focusing in web and graphic design as well as coding to a more wide array of abilities, knowledge and interests.

UNIVERSITAT OBERTA DE CATALUNYA

UAB (MASSANA)

LA SALLE



## | EARLY WORK |

Beyond personal projects, my first approach to web design and visual creation involved **designing and coding European Projects websites, brochures and leaflets** as well as **corporate identity for several companies**.

CENTRE DE RECERCA I INNOVACIÓ DE CATALUNYA

FREELANCER



## | CURRENT EXPERIENCE |

As part of the **founding team** of a startup in the **Big Data analysis and technology field** I have been the **Product Manager** for **over the last 3 years**.

Thanks to a wide background I have managed to **design and define user experiences based on their needs** through the whole process from **creating the original mockups** to **building the prototypes** and **integrating data sources**, to **coding all the way through the final commercial product**.

Here I have combined all of my knowledge and abilities **shifting from product manager** to **visual designer** to **UI designer** to **frontend developer** as needs changed.

LEAN UX

WIREFRAMING AND PROTOTYPING

USABILITY

INTERACTION DESIGN

A/B TESTING

UI DESIGN

STORY TELLING

HTML5

CSS3

JAVASCRIPT

BOOTSTRAP

AWS

JQUERY

ANGULARJS

NODEJS

D3.JS

## I AM... A VISUAL DESIGNER

I am a passionate **creative problem solver** through design who **enjoys experimenting with visual elements**, managing to create and learn by using any kind of support. My main focus is **digital creation based on typography and the visual space**, but also **incorporating photo, video** as well as **audio** and **music**.

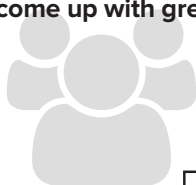
Work-wise I've applied my knowledge to the creation of corporate identity, designing brochures and leaflets as well as posters and banners, websites, business cards and corporate identity, amongst others.

### MY MAIN TOOLS

PHOTOSHOP | ILLUSTRATOR | SKETCH | AFTER EFFECTS | PREMIERE | LOGIC PRO

## I AM... A UI DESIGNER

**Identifying needs** and **creating designs and experiences that solve them** is one of my main goals by **adding design to the equation**. Combining my duties and knowledge as a Product Manager with my experience on the visual aspects I have managed to dedicate a big part of my time to **learn about how to come up with great and useful solutions that web apps can solve that put the user in the middle**.



### WHAT I DO AND TAKE CARE OF

WIREFRAMING | PROTOTYPING | USER CENTERED DESIGN | USER FLOW  
 LEAN UX | PRODUCT ANALYTICS | METRICS | A/B TESTING | SKETCH | STORY TELLING  
 INTERACTION DESIGN | USER INTERFACE DESIGN | INFORMATION ARCHITECTURE | USABILITY PRINCIPLES

## I AM... A FRONTEND DEVELOPER

My work and experience as a designer does not end with the design itself. **After wireframing** (when talking about apps and webs) **or delivering the designs** I can go the next step by **coding features and products that can go into production** after my work is done.

I've worked hand to hand with developer teams where we could do **peer reviewing of each other's code** as well as **integrating with the team's agile methodologies** in order to create **iterative deployments**. When working on websites my goal is to **apply any knowledge I can get from new patterns and trends**, while when working on apps and web services I can work with **more complex but stable solutions**.

### MY ABILITIES AS A DEVELOPER

HTML5 | CSS3 | ANGULARJS | NODEJS | JQUERY | PHP | WORDPRESS | D3.JS | JAVASCRIPT | BOOTSTRAP  
 AWS | GITHUB | PEER PROGRAMMING | LEAN DEVELOPMENT | SCRUM

I'm **born and bred in Barcelona** and for the last 10 years **I've been committed to web and visual content in one way or another**.

I AM...  
**Miguel ÀLVAREZ**

I am mainly interested in the **visual aspects of life** (I can't help it!) and I spend my time either **taking photos** and **creating visual content or music**. I also spend a lot of time consuming content, technology and culture.  
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