

NICOLE SANTAMARIA

JUNIOR UX/UI DESIGNER & FRONT-END DEVELOPER

ABOUT ME

Creative and empathetic junior UX/UI designer with a strong foundation in digital media, visual communication, front-end development, and social media content creation. Backed by over a decade of experience in client success and customer engagement roles, I bring strong skills in communication, problem-solving, multitasking, and adaptability. Born in Ecuador and with professional experience in Spain and the UK, I thrive in dynamic, multicultural environments. I combine creativity, collaboration, and a user-first mindset to deliver meaningful digital solutions and successful customer experiences.

PROFESSIONAL EXPERIENCE

Corporate Receptionist | Rapport Guest Services Aug 2023 – Present

- Managed visitor registration and served as a liaison across departments, ensuring an efficient customer experience.
- Created and distributed a weekly internal newsletter using Canva, resulting in a 30% increase in staff event participation.
- Promoted pre-registration practices and coordinated with nine reception teams across different companies, consistently maintaining a pre-booked visitor rate of over 50%
- Drove customer engagement by achieving 20+ meaningful weekly interactions through lobby hosting, pop-up event promotion, and guest assistance, making me eligible for a productivity bonus in 2024

UX/UI & Frontend Engineer Intern | PolicyCON May 2024 – Aug 2024

- Collected feedback from 9 internal stakeholders (development, marketing, legal, PM, founders) to guide design iterations.
- Created personas and journey maps based on team input to refine user flows and align designs with business goals.
- Designed wireframes and high-fidelity prototypes in Figma, achieving 95% developer handoff accuracy.
- Led internal usability walkthroughs with team members and iterated designs to improve platform usability.
- Collaborated with 3 developers through regular meetings to ensure design consistency, accessibility, and responsive behavior across platforms.
- Contributed to agile design processes in a fast-paced startup environment, building adaptability and cross-functional collaboration skills.

Hostess & Event Assistant | Mondrian Shoreditch Jun 2022 – Dec 2022

- Managed online, walk-in, and phone reservations with 98% accuracy, processing over 25 reservations per shift.
- Handled group inquiries and provided event planning support via email, consistently meeting a 24-hour response target to ensure high client satisfaction.
- Assisted in coordinating 10+ private events, contributing to a 15% increase in event booking revenue.

📍 London, E1W3DX

📞 07307781618

nicolesantamariagranizo@gmail.com

[Front-end Portfolio](#)

[LinkedIn](#)

EDUCATION

Google UX Design, Coursera (Ongoing)

Front-End Development, edX (2023–2024)

MA Digital Media, London Metropolitan University (2022–2023)

Digital Marketing, Google Digital Garage (2022)

BA Tourism, Rey Juan Carlos University, Madrid (2014–2018)

SKILLS

Proactive problem-solving, Analytical thinking, Effective communication, Adaptability, Attention to detail, Collaboration in multidisciplinary and multicultural teams, Empathy

UX Design

User Research, Usability Testing, Empathy Mapping & User Personas Creation, Customer Journey Mapping, Wireframing & Prototyping (Low & High Fidelity)

UI Design

Visual Design (Typography, Color Theory, Composition), Responsive Design (Mobile & Web), Design Systems & Component Libraries, Interface Design for Web & Mobile, Interaction Design

TOOLS

Design & Prototyping

Figma, Canva, Excalidraw, Balsamiq, Adobe Fresco, Procreate

Development

HTML, CSS, Bootstrap, Tailwind, Git & GitHub, Basic JavaScript

Project & Collaboration

Project Libre, Google Workspace, MS Office, Slack, MS Teams, Trello

Assistant Shop Manager & Content Creator | Gelupo May 2021 – Jun 2022

- Led two visual merchandising initiatives that boosted in-store sales during key seasonal campaigns.
- Designed and executed social media content strategies, increasing online engagement and growing the Instagram account by 17% (from 3,000 to 3,500 followers).
- Trained and onboarded 3+ new hires, achieving a 100% satisfaction rate based on management feedback.
- Fostered a collaborative team environment, contributing to a 90% staff retention rate during my tenure.

PROJECTS

Golden Dragon Restaurant

- Summary: Chinese restaurant website with about, menu and contact sections.
- Role: Sole author.
- Tools: HTML, CSS, JavaScript, GoogleFonts, Balsamiq.

Meowmatch

- Summary: landing page for a fictional app with about, pricing and testimonials.
- Role: Sole author.
- Tools: HTML, CSS, Bootstrap, Balsamiq.

Languages

Spanish	Native
English	Fluent