



**I'm a product designer
passionate about solving
complex problems using
Design Thinking.**

- Skills -

// UX / UI design
// Responsive design
// Mobile design
// Wireframing and prototyping
// Usability testing
// Accessibility best practices
// Agile
// Self starter
// Front-end development
// Wordpress websites

- Tools -

Design tools:

// Sketch, Illustrator, Photoshop,
Indesign
// Axure, Invision, Zeplin
// Pencil and paper

Programming:

// HTML5, CSS3, SASS, LESS, GIT

- Studies -

2006-Now // Self-taught
and continuous training through
MOOC platforms like Coursera,
books, blogs, forums, etc.

2009-2011 // 2 years BA History of
Art, University UNED, Spain.

2002-2007 // BA in Fine Arts,
University of Salamanca, Spain.
Specialised in graphic design,
photography and video.

- Professional experience -

Since 2009 // Freelance UX/UI Designer

Consulted with tech companies and small businesses to design and develop products, provide design solutions to solve user needs and business challenges through user research, interaction design, prototyping, front end code and visual design.

Selection of past works

November 2020 - May 2021 // Gigglee.shop eCommerce shop

Self started project where I worked from concept to implementation, designing and developing the brand, visuals, doing research and implementing on Shopify.

June 2020 - October 2020 // Themakegroup.com Digital agency

I worked with Maker redesigning their corporate website. The project involved working with stakeholders to understand business requirements, mood boarding, sketching, wireframing and implementing the design in Wordpress using Elementor page builder and CSS.

March - July 2020 // Worldathome.net

Co-founded and worked on the UX/UI design and implementation of a platform to help parents find curated educational activities for their children whilst at home during lockdown as well as tips about parenting and wellbeing.

March 2019 - September 2019 // Gallery Atrium Inventory management web-app for the art and antiques industry.

// Responsible for understanding client needs and doing business research.
// In charge of user research testing and updating the app constantly.
// UI and UX design deliverables producing lo-fi and hi-fi wireframes, user flows, page flows, mockups and prototypes to communicate with stakeholders and the rest of the team.

Dec 2016-May 2018 // UX/UI Designer - Discovery Education Educational products

As a product designer at Discovery Education I worked on 3 of their products for the UK and Egypt (espresso, STEM Connect and EKB).
// Responsible for designing and redesigning sections applying user research findings based on qualitative and quantitative data.
// Helped planning research studies, attending workshops, testing and focus groups.
// Producing lo-fi and hi-fi wireframes, user flows, page flows, mockups and prototypes to communicate with stakeholders, the rest of the team and to test on users.
// Collaborated very closely with product managers, engineers and researchers.
// Created a new design system for one of the products.



- Languages -

Fluent: Spanish, English, Italian
and Portuguese.
Basic: French.

2015 March-Nov// UI/UX designer / Front end developer - Arts Alliance Media Cinema management company

I worked in two greenfield projects and maintained a few legacy applications.

// Preparing and conducting user research.

// Responsible for the UX and UI, creating user flows, designing the user interface, creating style guides.

// Helped plan and advised on the MVP of a new product.

// Front end developer implementing designs and solving UI bugs.

// Part of an Agile cross-functional team working closely with other designers, product managers and engineers

2010 - 2014 // Designer (web and graphic), developer and webmaster Arte Subastas Bilbao (Art and Antiques Auction)

Arte Subastas Bilbao are an arts and antiques auction based in Bilbao, Spain. They were my clients for 4 years. I worked either solo or with a backend developer and with the team at the auction.

// Manage projects and the client, understanding the business.

// Re-designed their website, making it responsive and accepting online bids.

// Designed and developed, together with a backend developer, a completely customised management system where they could manage all aspects of the auction: clients, invoices, items, catalogue and the live auction.

// Designed and layout their print catalogue.

// Re-designed their brand image, logo and stationery.

// Designed any print and online ads.

// In charge of their digital newsletter using mailchimp.

2011-2013// Co-founder/Designer - La Tahona Cultural - Crowdfunding platform

2009-2011 // Co-founder and designer - I Love Travel - Online Travel Magazine