



**I'm a product designer  
passionate about solving  
complex problems using  
UCD principles.**

## - 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 - Present // 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

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

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