

AIDA NOGUÉS

VISUAL STRATEGY & DESIGN

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RELEVANT EXPERIENCE

UX/UI Teacher Assistant

Ironhack, Barcelona | from August 2017 to present

- Help in the learning process of UX/UI curriculum.
- Inspect Product Design and give feedback to Product Management.
- Coordinate class with UI and UX lecturer teachers.

Content Manager / Digital Designer

LaTostadora, Barcelona | from Nov 2016 to June 2017

- Content selection and curation helping marketing team to reach different customers by creating landings and selections for online campaigns.
- Art Direction. Conceptualization and creation of marketing campaigns.
- Online communication resources as homepage, banners and newsletters.
- Web design and navigation flow improvements.

Content and Artist Manager / Product Assistant

CAMALOON, Barcelona | from Sept 2013 to Sept 2016

- Managed artists galleries in an ecommerce: mid-career international artists recruitment, works and style selection in illustration and design, technique support (Photoshop, Illustrator)
- Managed technique improvements in the artists platform.
- Product management: new products launch coordination, trends advising and research, quality supervising, Art direction.

Freelance Graphic and Web Designer | from 2008 to present

- UX/UI and Web design (HTML5 and CSS3)
- Design concept and brand identity.
- Graphic design and illustration trends advising.

Editor / Content Curator / Designer

MIXED REPUBLIC, Barcelona | from May 2015 to June 2016

- Branding, UX/UI and edition
- Managed artists curation, interviews and collaborations.
- Copy for publications and manager of social media channels.

Art Publishing Distributor

MÚLTIPLOS, Barcelona | from February to August 2013

- Copy for publications and press releases in English, Spanish and Catalan
- Managed website improvements and communication.
- Organised shipping, contracts, book insurances and distribution.
- Assisted showrooms installations and book fairs and events.
- Design, Photography and Children art books specialized researcher.

EDUCATION

Ironhack: UX/UI Bootcamp

UX Research, UI, IA, Wireframing, Testing, HTML and CSS.

EINA, Universitat Autònoma de Barcelona: Bachelor in

Graphic Design: Graphic Design, Design and Visual Culture Theory and Critics, Handmade printing.

Universitat Pompeu Fabra: Bachelor of Humanities.

Contemporary Art Theory, Art and Visual Culture Critics.

MACBA (Museu d'Art

Contemporani de

Barcelona): Master of Museology and Art Critics

and Theory: Art Critical Theory, Gender Studies, Performative Politics.

COURSES

Skilcrush: HTML & CSS

Goldsmith: CSS & Javascript

SKILLS

Front end skills: HTML5, CSS3, Bootstrap / SASS.

Design Skills: Photoshop, Illustrator, Sketch, Indesign, Flinto, Invision, Principle, Zeplin. Marvel, Origami Studio, OmniGraffle, Axure