

ALEJANDRA SANTANDER

UI/UX Designer · Front-end Developer

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📍 Barcelona, Spain | Bournemouth, England

SUMMARY

Experienced creative leader with 10+ years in web design, UI/UX, and front-end development. I've led digital projects end to end — from strategy and wireframes to polished, responsive UIs — always blending design thinking with technical know-how.

I thrive in dynamic, remote-first environments where collaboration, innovation, and execution go hand in hand. With a strong visual eye and a user-first mindset, I'm looking for a leadership role where I can bring bold ideas to life and help shape outstanding digital products — especially those built for developers.

WORK EXPERIENCE

Senior Web Designer & Front-end Developer | Grupo Godó

Barcelona, Spain | October 2020 - Present

- Led UI design and front-end development for branded content campaigns, using HTML, CSS, and JavaScript.
- Delivered clean, responsive landing pages with animated elements (GSAP) and accessible markup.
- Worked daily with developers, editors, and project managers to ensure UX and brand consistency.
- Balanced multiple fast-paced projects, always meeting tight deadlines.

Freelance Designer | Self-Employed

Barcelona, Spain | October 2009 - Present

- Designed and developed custom websites for small businesses using WordPress or vanilla JS/CSS.
- Delivered everything from brand identity to UI design and implementation.
- Clients across events, health, fashion, and more.

Design Manager | Dinbeat (Healthtech SaaS)

Barcelona, Spain | November 2016 - October 2019

- Built the brand identity from the ground up — digital, print, and product.
- Led the design of the company's core platform, working closely with engineers and product managers.
- Created user journeys, personas, and did usability testing to ensure the best experience for veterinarians.
- Spearheaded front-end development using HTML, CSS, and JS to prototype ideas fast.

EDUCATION

JavaScript Algorithms and Data Structures | freeCodeCamp

Online Certification | 2024

Responsive Web Design | freeCodeCamp

Online Certification | 2023

Layout web with CSS Gid and Flexbox | Domestik.org

Online Certification | 2021

User testing | Learn Ux

Online Certification | 2020

Specialization in Web Creation and Marketing 2.0 | Coco School

Web Design | 2013 - 2014

Bachelor of Business Administration (BBA) Design Mention | Universidad Nueva Esparta

Graphic Design | 2009 - 2013

CORE COMPETENCIES

▪ UI Design

Interfaces that look great and feel intuitive. Pixel-perfect, responsive, and built with care.

▪ UX Design & Research

Wireframes, flows, usability testing, prototypes — user-first thinking from start to finish.

▪ Front-End Development

HTML, CSS, JavaScript (React in progress). I speak both design and dev.

▪ Tools

Figma, Sketch, Adobe Suite, VS Code, GitHub, Trello, Monday, Slack.

▪ Exceptional Communication

Direct, honest, and clear communicator, with a focus on effective collaboration across stakeholders.

▪ Remote Team Collaboration

Adept at managing distributed teams, freelancers, and agencies to meet project goals within tight deadlines and budgets.

▪ Stakeholder Communication

Confident liaising with cross-functional teams and stakeholders, aligning on creative vision, and making key decisions to prioritize resources.

▪ Bonus

Experience with open source projects, branding, and creating content for social/web presence.

LANGUAGES

- Spanish: Native
- English: Upper intermediate

Explore my full professional journey and skill set on my LinkedIn profile:
<https://www.linkedin.com/in/alesantander/>