ALEJANDRA SANTANDER

Senior Graphic and Web Designer

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⊙ Barcelona, Spain

SUMMARY

Creative and detail-oriented Graphic Designer with over 10 years of experience delivering impactful visual solutions for web, branding, and marketing projects. Proven ability to craft innovative designs using Adobe Creative Suite, aligned with client goals and cutting-edge trends. Strong communicator and team player, adept at collaborating in remote, fast-paced environments. Fully fluent in English and Spanish, with expertise in engaging international audiences.

WORK EXPERIENCE

Senior Web Designer & Front-end Developer | Grupo Godó

Barcelona, Spain | October 2020 - Present

- Lead design and development for La Vanguardia and verticals, merging brand, accessibility, and performance needs.
- Drove product improvements by integrating user feedback and analytics, enhancing the digital user experience.
- Spearheaded agile workflows to streamline project delivery, ensuring tight deadlines were met with high-quality outputs.

Freelance Designer | Self-Employed

Barcelona, Spain | October 2009 - Present

- Led end-to-end development of custom websites, branding strategies, and marketing campaigns for diverse industries.
- Balanced business and user goals to design cohesive digital experiences, fostering long-term client relationships.
- Developed data-driven solutions to optimize usability, resulting in improved client retention and engagement.

Design Manager | Dinbeat

Barcelona, Spain | November 2016 - October 2019

- Owned design strategy and front-end development for health-tech startup, improving product adoption and retention.
- Led a team to execute targeted UX/UI strategies, increasing user satisfaction through data-driven design improvements.
- Managed the full cycle of product design, from conceptualization to testing and iteration, in a fast-moving, startup environment.

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

- **Graphic Design**

Logos, Marketing Collateral, Social Media

- **Adobe Creative Suite**

Photoshop, Illustrator, InDesign, alter effects

- **Strategic Business Thinking**

Aligning design solutions with overarching business goals and prioritizing impactful projects.

- **UI/UX Principles**

Leading cross-functional teams in fast-paced environments, optimizing workflows for quick delivery.

- **Design Excellence**

Creating niche, high-quality products that retain and engage customers, not just short-term wins.

- **Agile Methodologies and Remote Work Practices**

Efficient Collaboration and Delivery Across Global Teams and stakeholders.

TECHNICAL SKILLS

- **Development**

HTML, CSS, JavaScript, React, WordPress.

- **Design - UI/UX Tools**

Adobe Creative Suite, Figma, Sketch, Prototyping & Testing.

- **Project Management**

Agile Methodologies, Trello, Slack, Monday

- **Prototyping & Testing**

Usability testing, wireframes, prototypes, user flows

LANGUAGES

- Spanish: Native
- English: Upper intermediate

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