# Belén Ibáñez
## PRODUCT · UX · UI · DESIGN

+44 7840 204588
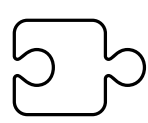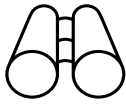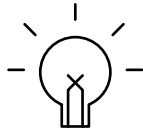belenibanez.com
belenibanezm@gmail.com

With over 15 years in Product, UX, UI Design, and Frontend Development, I bridge stakeholders' needs, ensuring project alignment. I've worked across industries like banking, trading, cybersecurity, AI, and logistics, focusing on SaaS/PaaS systems. When embracing a lean design approach, I prioritize creation, iteration, and team innovation.
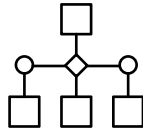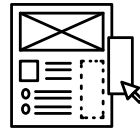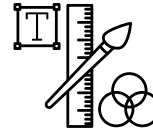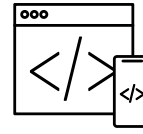
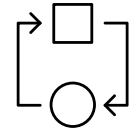| Problem Definition | Research | Product Shaping | Flow & Mapping | Wireframe & Prototype | UI & Visual Design | Layout & Markup | Test & Iteration |
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## BANK OF AMERICA  Senior UX/UI Engineer  bofa.com
*SEP2024 - PRESENT*

Contractor designer involved in a SasS product for Front Office Team (Trading).

SaSS · Dashboards · Data Visualisation · Research · Product Definition · UI/UX · Figma

## ADARMA  Senior UX Designer  adarma.com
*AUG2023 - SEP 2024*

Lead Designer for Adarma's new cybersecurity product with dashboards to control operations, and plan a coverage. Product oriented role and constant interaction with engineering.

SaaS · Dashboards · Data Visualisation · Research · Product Definition · UI/UX · Figma

## SILICOAI  UX Engineer  silicoai.com
*DEC2020 - JUN2023*

Designer/Developer for an AI Decision Intelligence Software. Involved from the initial stage of product definition to the component implementation in storybook.

SaaS · Dashboards · Data Visualisation · UI Development – React/Material · UX · Figma

## BAND OF CODERS  Senior Product UX UI Developer  bandofcoders.com
*AUG2019 - DEC2020*

Contractor designer and frontend development for different projects of the company:

### HIGHLAND CAPITAL BROKERAGE
A B2B2C platform for calculating confidex score and providing insurance quotes.

SaaS · UI Development – React/Marerial · UX · Adobe XD

### PSA – PEUGEOT
US-Market approach. Set up your car configurator. Early stage – Product Definition + UX.

Product Definition · Research · UX · Adobe XD

## TIPIT  Senior Product UX UI Developer  tipit.net
*DEC2017 - AUG2019*

Contractor designer and frontend development for different projects of the company:

### OPENSTACK
Openstack summits implementation platform with multiple uses.

UI Development – React/Marerial · UX · Sketch

### FIBERCOVE
US Coworking Platform.

UI Development – React/Marerial · UX · Sketch

## CAREERLIST  Senior Product UX UI Developer  careerlist.com
*MAR2017 - DEC2017*

Product Responsable. MVP and Features definition, Flowmaps and Journey Mapping, wireframes mocks and frontend development. HR Platform. Connecting Leaders with Talents.

SaaS · UI Development - Angular/Bootstrap · Research · Product Definition · UX · Sketch · Adobe

## EMERIOS  Senior Product UX UI Developer  emerios.com
*DEC2013 - MAR2017*

Product designer and frontend development. Sales Services and Regulation Platform.

SaaS · Dashboards · Data Visualisation · Product Definition · UX · UI Development – Angular/Foundation/Ionic · Adobe

## QUBIT.TV  UX UI Designer/Frontend Developer  qubit.tv
*MAY2011 - DEC2013*

Designer for a vIdeo on demand platform. Smart TV – Web and Mobile implementation.

Adobe · UX · UI Development – Javascript/Bootstrap · Adobe

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**MD in VISUAL COMMUNICATION** 2019
Universidad Nacional De Rosario (UNR)

**UX Diploma** 2013
Instituto Tecnológico de Buenos Aires (ITBA)

**BD in GRAPHIC DESIGN** 2008
Nueva Escuela