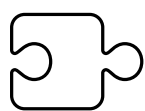


I've been in the Product, UX, and UI Design game for over 15 years. I've also dabbled in Frontend Development. My graphic design background has given me a solid grasp of color theory, typography, and the importance of coherent design systems.

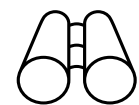
I made the jump to interface development because I love the accessibility and problem-solving challenges it brings. Throughout my journey, I've collaborated closely with a variety of stakeholders – from end-users to product managers, business analysts, developers and clients. My role goes beyond just engaging users; I act as a bridge between these different groups to ensure smooth collaboration and project alignment.

In addition, I have extensive experience working across various industries, ranging from cybersecurity, AI, logistics, sales, operations, HR, insurance, entertainment, etc. I have mostly worked with complex systems such as SaaS/PaaS. Embracing a lean approach to design, my process revolves around the cycle of creation, iteration, and improvement. This methodology not only enhances the quality of my work but also fosters an environment conducive to innovation, encouraging the exploration of new ideas and solutions not only for myself but also for the entire team.



PROBLEM DEFINITION

Focusing on the problem rather than solutions. Thinking first more of the why rather than the what or the how.



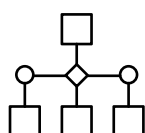
RESEARCH

We need to understand user needs, refine decisions, validating assumptions and mitigating risks. Ideating real personas with real goals and scenarios.



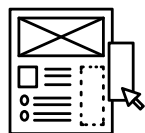
PRODUCT SHAPING

Final presentation of the problem, potential solutions, and a proposed timeline. Understand the appetite and address all risks.



FLOW & JOURNEY MAPPING

Define a user flow or a journey map of the life process this will help us to calculate time and estimations for actions required.



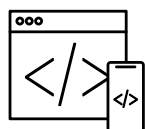
WIREFRAMING & PROTOTYPING

The point when we are starting to materialise our solution. From basic wireframes to interactive prototypes.



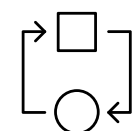
UI & VISUAL DESIGN

Design the interface with consistency, align it to our design system to have a unique language.



LAYOUT & MARKUP

Developing client side solutions and systems. Being able to build what we came up with.



TEST & ITERATION

My mantra. For every single step mentioned: iterate, gather feedback from users.

We do not build stuff for ourselves.