



## Blanca Madorrán Coca

### Product Designer

#### Contact

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[www.blancamaco.com](http://www.blancamaco.com)

#### Experience

##### Product Designer / Geoblink

Jun '20 - Now

- Application of a user-centred approach to everyday tasks.
- Gathering user requirements, conduction of user interviews and tests.
- Creation of wireframes, prototypes, user flows and presentation of design decisions.
- Building, maintaining and applying our Design System.
- Constant communication with stakeholders, Tech and Customer Success team.

##### Web Designer and Developer / UPV iGEM

Apr '18 - Jan '19

- Design and development of the Web App of the project, focusing on the usability and user experience.
- Lead designer and developer of the team's web page.
- Research, user interviews, brainstorming, prototyping, design, programming, testing, data collection, agile methodologies, teamwork.
- Winner project of the iGEM 2018 competition.

##### Software Developer / Informance

Mar '18 - Jun '18

- Development and management of small software projects using Java, SQL, jQuery, JavaScript, CSS and HTML.
- Defining the workflows and the user journeys.
- Meetings with the stakeholders and requirements definition.

##### UI and Graphic Designer / Tutorio

Jun '16 - Dec '17

- User Interface and Graphic Design for the iOS app.
- Website development and design.
- Mockups, posters, flyers and newsletters design.

#### Education

##### M.A. Graphic Design

Polytechnic University of Valencia

Oct '19 - Now

##### B.Sc. Computer Science

RWTH Aachen, Germany

Apr '19 - Ago '19

##### B.Sc. Computer Engineering

Polytechnic University of Valencia

Sep '15 - Jul '20

#### Certificates

##### UI/UX Design Specialization

California Institute of Arts,  
Coursera

2020

##### User Experience

Accenture Digital Skills,  
Future Learn

2019

#### Volunteer

##### ACM - Association for Computing Machinery UPV Chapter

Designer.

##### III Jornadas STEM+: Ciencia, Tecnología, Matemáticas y más

UPV iGEM speaker.

#### Skills

##### Research

User interviews, surveys, customer journeys, affinity diagrams, design thinking, A/B testing.

##### Prototyping

Pencil and paper, Sketch, Figma, InVision, Adobe XD.

##### Design

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Bridge, Adobe Lightroom.

##### Coding

HTML, CSS, Bootstrap, Git, JavaScript. Learning React.

#### Languages

**English** C1

**Valencian** B2

**German** A1