



Blanca Madorrán

Product Designer

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www.blancamaco.com

Experience

Product Designer / Geoblink

Jun '20 - Now

- Collaborated with designers, developers, customer success team and product managers on new and existing features, from initial research through to UX/UI design, implementation and launch.
- Conducted user interviews and usability testing, among others, to detect usability problems on the application and improve the performance of our users when monitoring dynamic data and conducting their analysis on it.
- Produced high-fidelity mockups and prototypes for development handoff, while applying, maintaining and updating our Design System.

Web Designer & Developer / UPV iGEM

Apr '18 - Jan '19

- Designed and developed a web application, from research to code, to control a biological printer, using SCRUM agile framework in weekly sprints.
- Collaborated daily with engineers, biotechnologists and scientists to help define product requirements, as well as conducted field research and usability tests with them.
- Led the design of the website, improving the site navigation, the communication of information and defining the architecture.

Software Developer / Informance

Mar '18 - Jun '18

- Developed and managed small software projects using Java, SQL, jQuery, JavaScript, CSS and HTML.
- Met with stakeholders and clients to define the requirements and limitations, as well as defined workflows and user journeys.

UI & Graphic Designer / Tutorio

Jun '16 - Dec '17

- Led the user interface design of the iOS app, designed components, icons, buttons and maintaining the visual consistency through the app, as well as on its website.
- Created digital and print marketing assets, such as illustrations, mockups, posters, flyers and newsletters to communicate the value of the app.

Volunteering

ACM – Association for Computing Machinery UPV Chapter

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

Education

M.A. Graphic Design

Polytechnic University of Valencia

Oct '19 - Jun '20

UI/UX Design Specialization

California Institute of Arts, Coursera
2020

B.Sc. Computer Science

RWTH Aachen, Germany

Apr '19 - Ago '19

B.Sc. Computer Engineering

Polytechnic University of Valencia

Sep '15 - Jul '20

Skills

Design

Adobe Illustrator, Adobe Photoshop,
Adobe InDesign.

Prototyping

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

Research

User interviews, Usability testing,
Heuristic evaluation, Affinity
diagrams, A/B testing

Coding

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

Languages

Spanish - Native

English - C1

Valencian - B2

German - A1