

Blanca Madorrán

Product Designer

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Experience

Product Designer — ESL FACEIT

📅 Apr 2024 - Present

- Designed Voice & Chat experiences to improve adoption and in-game communication, leveraging user research and community insights to inform UX decisions.
- Designed game performance monitoring dashboards transforming complex data into actionable insights for users.
- Boosted the mobile app engagement through impactful widget design.
- Provided support to maintain the design system across projects as needed.

Product Designer — Voicemod

📅 Apr 2021 - Mar 2024

- Led Voicemod's web sound community (+600K users), enhancing UX and engagement.
- Launched Community Sounds in the desktop app, centralising sound discovery and increasing Voicemod Pro conversion by 10%.
- Improved search functionality and pioneered Text-to-Speech features (17K daily users), boosting engagement and enabling creative content.
- Implemented the first moderation flow for user safety.

Junior Product Designer — Geoblink

📅 Jun 2020 - Apr 2021

- Addressed data representation, consumption, and information architecture challenges for B2B users, improving usability and user performance in monitoring and analysing dynamic data.
- Conducted client interviews and usability testing, turning insights into actionable design improvements aligned with business goals.
- Delivered high-fidelity prototypes and supported the design system, ensuring scalable and consistent solutions across projects.

UX/UI Designer & Developer — UPV iGEM

📅 Apr 2018 - Jan 2019

- Designed and developed a web application using MEAN stack to control a biological printer, translating scientific and technical workflows into intuitive interfaces.
- Conducted field research and usability testing with engineers, biotechnologists, and scientists to define requirements and validate.
- Led the website design, improving navigation, information architecture, and clarity for complex scientific content.

Software Developer — Informance

📅 Mar 2018 - Jun 2018

- Developed and managed small software projects using Java, SQL, JavaScript, jQuery, CSS, and HTML.

Education

M.A. Graphic Design

📅 Oct 2019 - Jun 2020

Polytechnic University of Valencia

UI/UX Design Specialization

📅 2020

California Institute of Arts, Coursera

B.Sc. Computer Engineering

📅 Sep 2015 - Jul 2020

Polytechnic University of Valencia

Skills

Tools & Technologies

Figma, Maze, Lookback, Hotjar, UserTesting, Miro

UX & Design Skills

User interviews, Usability testing, Surveys, A/B testing, Data driven design

Technical Skills

HTML, CSS, JavaScript, Git

Languages

Spanish — Native

English — Professional