



Blanca Madorrán Coca
Product Designer

Contact

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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