

# BLANCA SERRANO

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**Portfolio:** <https://blancaserranomarco.github.io/portfolio/>  
<https://dribbble.com/blancaserranomarco>  
<https://blancaserranomarco.medium.com/>

## UX/UI designer • Graphic & Web designer

UX/UI with a graphic designer background. I aim to make the experience of a product, a positive and intuitive one. Looking for a position as a UX/UI Designer where I can grow and develop my skills by working with an outstanding team.

### Experience:

**Graphic designer and UX/UI at SIMED • Oct 2019 - July 2020 (Madrid, Spain)**

- Digital products for healthcare and pharmaceutical industries
- UX and UI interaction designs
- Creative designs from concept to final artwork

**Visual merchandiser at ZARA • Aug 2018 - Oct 2019 (Dublin, Ireland)**

- Analyze sales rankings and reports to promote the correct merchandise with action plans
- Implement commercial criteria and projects agreed with the Regional Commercial team
- International and national store openings

**Customer experience leader at McDonald's • Nov 2017 - Jul 2018 (Dublin, Ireland)**

- Guarantee that every customer is welcome giving a special experience
- Spot and quickly fix any problems that may affect the customer experience
- Support other areas that may need it

**Graphic textile designer at OYSHO • Feb - Aug 2016 (Barcelona, Spain)**

- Trend hunter and visual creative
- Patterns and labels design
- Development of graphics designs and data sheets

### Skills:

UX/UI

Figma

Sketch

Adobe package

HTML, CSS

Procreate

Graphic designer

### Education:

Ironhack

2020-2020

UX/UI bootcamp

National University of Distance Education (UNED)

2018-2019

Technical course in visual merchandising,  
windows display and management sales

Rey Juan Carlos University Degree

2012-2016

Fine Arts

### Languages:

Native Spanish

English +B2