Claudia Moreno Sanabria
Product Designer

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Check out my portfolio

📍 Berlin - Barcelona

I'm a creative thinker always keen to be involved in new challenges. A meticulous performer, listener and problem solver focused on coming up with a proper user-centric solution.

Skills & competences

Figma
Professional Proficiency
Sketch
Professional Proficiency
Adobe Creative Suite
Professional Proficiency
Invision
Professional Proficiency
Axure
Professional Proficiency
HTML & CSS3
Advanced Knowledge

Languages

English - Advanced (C1)
German - Beginner
Spanish - Native
Catalan - Native

Training & certifications

Design and Prototype Embedded Computer Systems
Oct 2019 / Future Learn supported by Google

Agile and Design Thinking
Jan 2019 / Future Learn

HTML5 & CSS3 Course
May 2017 / Udemy

Driving License
Type B

Work Experience

Product Designer
Feb 2020 - Present / Smart Brand Agency

Project conceptualization from analysis and research to final implementation.
IA, interaction design, flows and customer journey definition as well as functional specifications. User research, usability tests on-site and A / B testing as well as interviews, personas and scenarios set up.
Web analytics metrics and qualitative studies monitoring and report writing.

UX Researcher
Mar 2017 - Nov 2019 / Fail Fast (Formerly known as Opentrends)

Providing support in UX research projects. Planning, execution, and analysis of the research plan. Elaboration of personas, empathy, and experience maps through user research and data. Creating information architecture, task flows, prototypes, and wireframes based on user needs.
Taking part in different sectors: online banking, services, mobility or education among others.

Copywriter and in-house Communication
Nov 2016 – Mar 2017 Opentrends

Concrete tasks in writing content, giving support in the in-house communication in the Experience Design department and running advertising and marketing campaigns.

Education and Qualifications

Master in User Experience Design
2019 –2020 / BAU Design University
60 credits ECTS Master.

Graphic Product Design
Apr 2016 - Oct 2016 / Tàdel Formació
Professional Certificate of Graphic Product Design.

EHEA Bachelor's Degree in Advertising and Public Relations
Nov 2011 - Jun 2015 / Universitat de Barcelona
240 credits ECTS EHEA Bachelor's Degree.