# JOSÉ CARLOS TORRES SÁNCHEZ

## Senior UX/UI Designer

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## PROFESSIONAL SUMMARY

**Strategic and data-driven Senior UX/UI Designer** with a proven track record of crafting **high-impact digital experiences**. Skilled in leading **design initiatives**, developing **comprehensive design systems**, and implementing **user-centered methodologies** across diverse platforms. Adept at integrating **data analytics and AI** to enhance **user engagement**, optimize **design performance**, and drive business success.

## TECHNICAL SKILLS

**UX/UI Design & Strategy:** User Experience (UX) Strategy & Design, User Interface (UI) Design & Interaction Design, Design Systems & Scalable UI Components, Prototyping & Wireframing (Low & High Fidelity),  **Research & Usability:** Usability Testing & A/B Testing, User Research & Behavioral Analytics, Information Architecture, Stakeholder Interviews, UX Writing, **Data & AI-Driven UX:**  Google Analytics 4, Advanced Excel, Power BI & Data-Driven UX,  Generative AI, AI-driven UX Optimization, Large Language Models (LLMs) & Conversational UX, **Development & Collaboration:**  HTML/CSS & Front-End Collaboration, Python, SQL, Agile Methodologies, Scrum & Lean UX, Figma, Adobe XD & Sketch.

## PROFESSIONAL EXPERIENCE

### Senior UX/UI Designer
**Freelancer** – Remote | 10/2024 - Present

- Collaborating with early-stage startups and portfolio-driven projects focused on **accessibility, data-informed UX**, and **AI-enhanced interfaces**.
- Advancing skills through ongoing training in **UX strategy, design systems, and interaction design**.

### Senior UX Designer
**Pasiona Consulting (AXA Project)** – Barcelona, Spain | 09/2023 - 09/2024

- Led the design of conversational interfaces, integrating AI-driven features such as **hyper-personalization, next best answer, and sentiment analysis.**
- Designed and optimized **Large Language Models (LLMs) and generative AI solutions**, including **Chat-voice Bots, Digital Humans, and AI Platforms.**
- Improved **user engagement by 15%** through AI-driven design enhancements, increasing **customer satisfaction and retention.**

### Senior UX Designer
**Nivoda** – London, United Kingdom | 09/2022 - 02/2023

- **Led the development and optimization of a scalable design system** for desktop and mobile platforms, **improving design consistency by 20%** and enhancing cross-platform usability.
- **Conducted in-depth stakeholder interviews and user research**, translating insights into actionable design improvements that boosted **user satisfaction scores by 10%**.
- **Designed workflows, interactive prototypes, and technical documentation**, streamlining the design process and fostering **efficient collaboration between UX, product, and development teams.**

### Senior UX/UI Designer

**Rockwell Automation** – Prague, Czech Republic | 05/2019 - 08/2022

- **Redesigned Studio 5000 Logix Designer**, **enhancing usability by 25%** and **optimizing complex workflows** in Rockwell's core automation platform.
- **Standardized UI patterns** and visual guidelines across products, **reducing design-related errors by 15%** and improving design consistency.
- **Built scalable design systems**, reusable UI components, and **detailed documentation** to streamline development **workflows** and enhance **cross-functional collaboration**.

### UX/UI Designer

**Delphi (Ferrari Project)** – Kraków, Poland | 01/2017 - 07/2018

- **Designed Human-Machine Interfaces (HMIs)** for **Ferrari infotainment systems** across models like Portofino, Maranello, and 812 Superfast, focusing on premium user experience.
- **Authored technical documentation** and collaborated in the **maintenance of the design system and UI components**, ensuring visual consistency across complex automotive interfaces.
- **Collaborated with cross-functional teams** including embedded systems engineers to integrate UI designs smoothly into vehicle hardware and software environments.

### UX/UI Designer

**Freelancer** | 09/2013 - 05/2019

- **Led UX/UI design** for cross-platform web and mobile products, tailoring interfaces to user needs and business goals through wireframes, prototypes, and design systems.
- **Provided consulting services** via Upwork, Guru, and Fiverr, enhancing user satisfaction by 20% through iterative improvements based on feedback and usability testing.

## EDUCATION

**Master's Degree in UX/UI Design**   La Rioja International University – Spain | 07/2017

*Focused on user-centered design, interaction design, usability testing, and digital product strategy.*

**Bachelor's Degree in Industrial Design Engineering**   University of Las Palmas – Spain | 07/2012

*Grounded in human-centered engineering, product design - development, and ergonomics.*

## CERTIFICATIONS

- **Advanced Power BI** – Udemy | Apr 2025
- **Information Visualization** – Interaction Design Foundation | Feb 2025
- **Accessibility: How to Design for All** – Interaction Design Foundation | Nov 2024
- **AI for Designers** – Interaction Design Foundation | Sep 2024
- **Big Data & Machine Learning** – The Valley Business & Tech School | Mar 2024
- **Learn Python & SQL** – CodeAcademy | Jan 2024

## LANGUAGES

- **Spanish** – Native
- **English** – Full professional proficiency
- **Polish** – Intermediate (conversational)