David Leiva

Sr. Product Designer & UX/UI Engineer

23/05/1982
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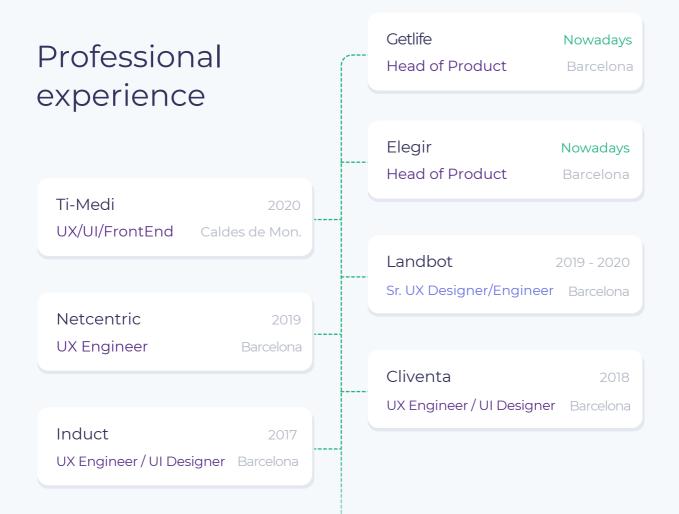Hi, I'm David !

I have **more than ten years of experience in digital products**. I'm specialized in **UX/UI Design** and **Frontend Development**.

I've worked in **startups as well as in multinationals**, and this has led me to acquire skills, knowledge, andto enjoy designing and working in digital products through **lean/agile** methodologies.

I like to **use data to understand** the real needs of customers and how our products are performing against **KPIs and business goals**.

During my career, I've learned that one of the keys is having clear roadmaps and workflows where all team members enjoy working and learning.

Learning while trying to **deliver the best possible solution** is key for me.

Professional experience

Getlife	Nowadays
Head of Product	Barcelona

Elegir	Nowadays
Head of Product	Barcelona

Ti-Medi	2020
UX/UI/FrontEnd	Caldes de Mon.

Landbot	2019 - 2020
Sr. UX Designer/Engineer	Barcelona

Netcentric	2019
UX Engineer	Barcelona

Cliventa	2018
UX Engineer / UI Designer	Barcelona

Induct	2017
UX Engineer / UI Designer	Barcelona

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Skills

UX/UI Design

Research

Frontend dev.

Digital analytics

Tools

Figma

Sketch

Adobe XD

Invision

Amplitude / G.A.

Miro

Jira

Illustrator

Photoshop

Knowledge

Design Thinking

CRO

Design systems

User tests

UI Design

SCRUM

Service design

Design Sprints

Lean Startup

Javascript / React

CSS 3

SASS / LESS

HTML5

Material Design

Education

Bachelor Multimedia Design
ESAT - Valencia

UX/ CRO Master Degree
Inesdi - Online

Product Design Bootcamp
Geekshub - Online

Sofware Dev. Master
CEI - Valencia

Languages

English   Fluent

Spanish   Native

Catalàn   Native

If you like what you see and want to talk about design or anything else related to work, or if you have a wonderful idea around your head, tell me everything by emailing me at davidleivaherrero@gmail.com

Don't forget to visit my **Portfolio** (iamdavidleiva.gatsby.com) and my **Linkedin** profile (linkedin.com/in/davidleiva-fe/)

Glad to share. Hope to meet you soon!