



Henna Miranda Heiskanen

UX/UI Designer · Sketch, Figma, InVision, HTML, CSS

I am a UX/UI Designer with a marketing background and a passion for growth. I'm fascinated by product usability and user-centered product design applied with Lean methods and Design Thinking. Driven by authenticity, curiosity and desire to learn.

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WORK EXPERIENCE

B2B Marketing Specialist

Expandi Group | Madrid, Spain | 06/2018 - Present
Europe's leading performance-led B2B marketing agency in the field of IT

Profiling, prospecting and identification of business opportunities for various clients. Maintaining contact mostly by phone. Analyzing market response and tendencies. Ensuring the achievement of quarterly and campaign based objectives and clients' business goals. Talent acquisition support and training of new employees.

English & Finnish Transcriber

Sigma Technologies S.L. | Madrid, Spain | 09/2018 - 01/2019 (5 months)
Machine learning, recognition and natural language processing technologies

Offering transcription services to improve voice recognition software. Managing own working schedule translating 200+ audios per hour.

Marketplace Responsible | Customer Service Representative

Natural Logistics S.L. | Madrid, Spain | 01/2018 - 06/2018 (6 months)
Selling and distribution of natural cosmetics and technological solutions

Administering the company's Amazon Seller Center accounts and optimizing the accounts' performance. B2C & B2B customer service and generation of sales (gained one new resale customer). Marketing support (SEM, SEO) and translation for publicity and other materials.

Commercial Department Trainee

Natural Logistics S.L. | Madrid, Spain | 07/2017 - 12/2017 (6 months)

EDUCATION

UX/UI Design Bootcamp

Ironhack | Madrid, Spain | 2019

Erasmus Exchange Program

Universidad Europea de Madrid | Madrid, Spain | 2017

Bachelor of Business Administration & Digital Marketing

Haaga-Helia University of Applied Sciences | Helsinki, Finland | 2015-2018

LANGUAGES

Finnish	Native
English	Fluent
Spanish	Fluent
Swedish	Basics

SKILLS

Tools	Figma, InVision, Miro, Principle, Sketch, Trello, Zeplin
Code	CSS, HTML
Soft Skills	Boldness, Communication, Curiosity, Customer service, Proactiveness, Responsibility, Teamwork

INTERESTS

App/web design, Digital product creation, Innovation, Interface improvement, Positive impact, Service design

PERSONAL PROJECTS

Designing an app for personal finances

UX/UI design project with Ironhack

Problem detection, research, findings and UX/UI process. Prototyping and user testing. Fully animated high-fidelity prototype of the MVP.

Redesign proposal of Tapapiés website

UX/UI design project with Ironhack

Design Thinking process, usability testing, heuristic evaluation, prototyping. High-fidelity prototype of the proposed responsive redesign.

Photo verification feature for Idealista App

UX/UI design project with Ironhack

UX Research, Prototyping, Atomic Design Inventory. High-fidelity prototype of the final user flow proposed.

More projects, material and prototypes shown upon request. (some available also in Medium)