

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-centric 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, working with international brands such as HP, Google, VMware and Symantec

- Execution of B2B marketing campaigns and identification of sales opportunities
- Ensuring the achievement of the quarterly and campaign based KPI's and clients' business goals
- Analyzing market response and tendencies providing accurate reports
- Talent acquisition support for the HR and training of new employees

English & Finnish Transcriber

Sigma Technologies S.L. | Madrid, Spain | 09/2018 - 01/2019

Tech company specializing in pattern recognition and natural language processing technologies as well as the power of the Al

- Offering transcription services in order to improve voice recognition softwares
- Managing own working schedule translating 200+ audios per hour

Marketplace Responsible | Sales & Customer Service Representative

Natural Logistics S.L. | Madrid, Spain | 01/2018 - 06/2018

Developing, selling and marketing of natural cosmetics and technological solutions in the field of health, beauty and well-being

- Administrating 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 for the company)
- Marketing support (SEM, SEO) and translation for publicity and other materials

Commercial Department Trainee

Natural Logistics S.L. | Madrid, Spain | 07/2017 - 12/2017

EDUCATION

UX/UI Design Bootcamp •

Ironhack | Madrid, Spain | 2019

Erasmus Exchange Programme

Universidad Europea de Madrid | Madrid, Spain | 2017

Bachelor of Business Administration & Digital Marketing

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

LANGUAGES

Finnish | Native English | Fluent Spanish | Fluent Swedish | Basics

SKILLS

Tools Sketch, Figma, InVision, Principle, Zeplin, Trello, Miro

Code HTML, CSS

Soft Skills UX Research, Problem solving, Ideation, Customer Experience

UX/UI PROJECTS

Redesign of the Tapapiés event website

UX/UI design project with Ironhack

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

Designing an online learning platform

UX/UI design project with Ironhack

UX Research, feature priorization and user flow for main features. MVP design for the platform. Selected as the best project presentation.

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.

Material and prototypes of the projects shown upon request