IVAN PILO
Senior Product Designer

I'm a Product Designer with a knack for EdTech, e-commerce, and entertainment. I love crafting user-friendly products that connect with people and make their experiences enjoyable. My passion for design, combined with industry know-how, helps drive engagement and success for both users and businesses in the digital world.

Education

Degree in Audiovisual and Multimedia
2005 - 2009
Universitat de Girona (ERAM/UDG)

Bachelor's degree in Computer Engineering
2001 - 2004
Universitat de Girona (UDG)

Degree in Psychology
Ongoing
Universidad Nacional de Educación a Distancia (UNED)

Skillset

UI/UX Skills
Wireframing
Prototyping
User Research
Persona
Journey Mapping
Information Architecture
A/B Testing
Design Research
Art Direction
Scrollytelling

Tools
Figma
Sketch
Adobe Suite
(PS, AI, XD, AE)
Jira
Trello
Hotjar

Languages

English (Professional)
Spanish (Native)
Catalan (Native)

Contact

ivanpilo@protonmail.com
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Portfolio

ipilo.github.io/ivanpilo.com
behance.net/ivanpilo

Work Experience

Financial Times · Lead UI/UX Designer
Jul 2023 - Present

As the Lead UI/UX Designer within the Partner Content division, I manage and guide a team of talented designers, ensuring the delivery of compelling, user-centric interfaces that drive engagement and enhance the multimedia storytelling experience. My responsibilities include overseeing the design process from concept to execution, collaborating closely with cross-functional teams such as project managers, developers, and content creators to ensure cohesive visual narratives.

The Cambium Group · Lead Product Designer
Aug 2020 - Jul 2023

As a Lead Product Designer, I was responsible for leading the design of products and user experiences for the group's website and mobile apps. This included working with cross-functional teams to understand business goals and user needs, conducting user research, creating wireframes and prototypes, and overseeing the design and development of the final product.

EF Education First · Senior UI Designer
Jan 2017 - Aug 2020

In my role as Senior UI Designer at EF Education First, I was responsible for shaping and maintaining the online branding, design, and user experience (UX) guidelines that influence all EF divisions and markets globally. I led the creation of a cohesive digital identity across diverse teams and geographies, ensuring consistency and excellence in user interface design.

7digital · Freelance Digital Designer
Jun 2014 - Jun 2019

As a Freelance Digital Designer for 7digital, I collaborated with development teams and managed a wide variety of cross-media projects, including branding, illustration, and UI design. In this role, I worked on projects for 7digital's diverse client base, which included prominent brands such as Onkyo, Technics, Entertainmentnews, Snowite, and Radioplayer Worldwide.

Isho Studio · Co-Founder
2008 - 2014

As the Founder and Creative Director of Isho Studio, a digital agency based in Girona, I led a talented team that delivered comprehensive digital solutions, including video production, web design, and branding. During my tenure, we worked with a diverse range of clients, including the Girona Tourism Board, Forum Carlemany, Balneo, Valida, and IRTA. I was responsible for overseeing the creative direction, strategic planning, and execution of projects across various media platforms.