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**IRENE ALEGRE**

Product Designer  
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## HARD SKILLS

User & Competitive Research  
User testing / Guerrilla testing  
User flows  
Storyboarding  
Feature prioritisation  
Wireframing and prototyping  
Web and mobile design  
Sketching  
Interface design  
Basic HTML & CSS

## SOFT SKILLS

Understanding business needs  
Problem solving  
Project management  
Agile methodologies  
Marketing metrics and KPIs  
Copywriting  
Content creation  
Social media management  
Project leadership  
Resourcefulness

## SOFTWARE

### Design

Invision and Marvel  
Sketch  
Photoshop

### Productivity

JIRA  
Google Suite  
Trello  
Evernote  
Keynote  
Salesforce  
Mac environment  
Asana

Product designer with a special focus on UX, market research and having a deep understanding of business needs and objectives. I bring a holistic approach to product development, taking into account views and ideas from all stakeholders and delivering designs that are functional, easy to use and understand, and pleasant to the eye.

## WORK EXPERIENCE

### March 2018 – October 2018: Product Designer at Carwow

carwow, is a marketplace for dealers and car buyers that enables them to find and display the best deals respectively. I was part of the Supply team, focusing on the design and development of their back-office product: the dashboard dealers use to manage their workflow, respond to enquiries, assess their performance and make changes to their stock.

### Jun 2015 – Aug 2017: Marketing at Onfido.

I began at Onfido as a content creator when the team consisted of only three people, but slowly evolved into more of a Digital Marketing role where I looked after online campaigns, landing page creation and metrics. As it was a startup, I also supported with event organisation, sent newsletters, managed social media, and many other bits and bobs.

## PREVIOUS ROLES

I worked in publishing for two years, both as an intern and as a freelancer, doing editorial and marketing. Check out my LinkedIn for more information on that.

## EDUCATION

2017 – UX Design Immersive at General Assembly  
2012 – Masters in Publishing, IDEC Pompeu Fabra  
2011 – English Degree, Universitat de Barcelona

## INTERESTS

I love reading and writing, as shown on my long-winded case studies

I also enjoy taking photos, both portraits and candid shots – my favourites have been collected here: <https://flic.kr/s/aHskEfKNp6>

I have recently been learning more about minimalism, productivity and intentional living.