

**LinkedIn:** <https://www.linkedin.com/in/irenealegre/>

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Irene Alegre

UX Designer

[irenealgi@gmail.com](mailto:irenealgi@gmail.com)

[irenealegre.com](http://irenealegre.com)

## HARD SKILLS

User & Competitive Research  
Feature prioritisation  
Wireframing and prototyping  
Web and mobile design  
Sketching  
Interface design  
Basic HTML & CSS  
Branding and visual design

## SOFT SKILLS

Understanding business needs  
Project management  
Budget management  
Working with OKRs  
Working under Agile principles  
Marketing metrics and KPIs  
Internal presentations  
Event management  
Teamwork  
Copywriting  
Content creation  
Social media management  
Project leadership  
Resourcefulness

I'm a learner. Challenges help me thrive.

My marketing experience got me a role within Onfido, and that's when I fell in love with agile methodologies, dynamic teams and great company culture. To me, UX design is about understanding user and business needs, and finding a middle ground between the two so that we can build universal products that stand the test of time.

## WORK EXPERIENCE

### Oct 2017 – Dec 2017:

#### General Assembly UX Design Immersive

General Assembly's 10-week programme takes students through the different stages in the UX process. It is a full-time course that combines lectures with workshop time and helps students complete four design projects by the end of the programme.

#### Chippin – client group project (<http://bit.ly/2AlpvCR>)

Chippin is a payments platform that allows users to split the cost of a product. Our two-weeks sprint included the re-design of the landing page, where most users felt confused and dropped off without completing the checkout process, as well as a review of the entire user flow. The most challenging aspects of the project were deciding which functionalities stayed and discovering the complexity of some apparently simple features.

We managed to increase levels of trust and brand awareness, and we believe our solution will also increase conversion rates. The client said they would be implementing part of the design in December 2017.

#### Nuffield Health App – conceptual design, group project (<http://bit.ly/2j0Zodh>)

Nuffield Health's new app allows users to book appointments with the doctor and gym classes through their smartphones. The app also offers the option to improve the user's health by prompting them to make small lifestyle changes through gamification and a rewards system.

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## SOFTWARE

### DESIGN

Invision and Marvel  
Sketch  
Photoshop  
Material Design and Human  
Interface  
Omnigraffle

### PRODUCTIVITY

Google Suite  
Trello  
Evernote  
Hootsuite and Buffer  
Marketing and design software  
such as Hubspot and Mailchimp  
Keynote  
Salesforce  
Mac environment  
Asana

## 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](https://flic.kr/s/aHskEfKNp6)

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

### **The Loading Hardware – conceptual design of an e-commerce website, individual project (<http://bit.ly/2AT3hZX>)**

This project involved the design of an e-commerce website, which meant we had to work on the information architecture of the site, get a good understanding of how users view hardware products and define a complex site map that would make sense to most users and would allow them to find the products as quickly as possible.

### **The Nanny App – conceptual design, individual project (<http://bit.ly/2j32cqu>)**

The Nanny App is an online platform that allows parents and nannies to meet on the app and arrange childcare services. The current design focuses on the parents' flow, taking the users through the onboarding process, selection of requirements, profile setting and messaging board.

### **Jun 2015 – Aug2017: Marketing at startup 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