

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

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IRENE ALEGRE

Product Designer
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<https://irenealegre.com>

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.