



# UX/UI DESIGNER

# IRENE ROJO

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UI

## EXPERIENCIA

## EDUCATION

### NEOLAND

2022 | Full-Time UX/UI Designer Bootcamp, User Experience Design.

### ESMAD - POLYTECHNIC UNIVERSITY OF PORTO

2021-2022 | Erasmus Program for Studying Graphic Design in Porto, Portugal.

### ANTONIO DE NEBRIJA UNIVERSITY

2017-2023 | Dual Degree in Advertising, Public Relations, and Digital and Multimedia Design.

## GRAPHIC DESING SKILLS

- Proficiency in Adobe Creative Suite tools (Illustrator, Photoshop, and InDesign) and basic knowledge of After Effects and Premiere in brand creation, packaging, advertising catalogues, corporate identities, etc.
- Skills and experience in composition, color, typography, and style.

## UI SKILLS

- Design of multi-device interfaces, focused on **Mobile First, Desktop First, and responsive web** methodologies.
- Creation of digital products with extensive use of tools such as **Figma**, Sketch, and Adobe XD.
  - Understanding of the fundamentals of building a **Design System** and the use of Material Design (Android) patterns and components and Human Interface Guidelines (iOS) under the **Atomic Design** approach.
- Development of interfaces using **low-fi and hi-fi wireframes**.
  - Proficiency in other prototyping and animation tools like InVision.
    - Web and mobile design based on **Pixel Perfect**.
- Creation of intuitive designs based on Data Driven Design and user experience, applying **skills in composition, typography, and color use**.
- **HTML5 and CSS3 coding skills** using applications like Sublime, Codepen, or Visual Studio.
  - Frameworks such as Bootstrap and **advanced proficiency in WordPress**.

## SOFT SKILLS

**Empathetic**, observant, curious, **creative**, with a great sense of design, always willing to listen and learn, **teamwork-oriented**, and accustomed to solving problems.

2021-  
ACT **FREELANCE UX/UI DESIGNER**  
SELF-EMPLOYED, REMOTE

- Designed intuitive interfaces for web and mobile apps, improving user engagement and satisfaction. Worked closely with clients to bring their vision to life through logos, websites, and cover designs. Used tools like Sketch and Figma to create wireframes and prototypes, and conducted user research to refine designs.

2020-  
2021 **THE CIRCULAR PROJECT**  
GRAPHIC DESIGNER

- Graphic designs for the II Circular Sustainable Fashion Week Madrid 2020-2021.

2020 **LAND OF MAKERS**  
DESIGN INTERNSHIP

- Photo editing.
- News writing.

2019-  
2020 **THE CIRCULAR PROJECT**  
ADVERTISING INTERNSHIP

- Graphic designs for Sustainable Fashion Week Madrid 2019-2020.
- Event and sponsor communication.

2018-  
2019 **COLEGIO CRISTO REY**  
HEAD COACH

- Head coach of the female cadet volleyball team.

## UX SKILLS

- Skills and knowledge in UX project workflow, using techniques such as **Design Sprint, Design Thinking, Lean UX, and agile methodologies**.
- Utilization of research techniques through **desk research** (Google Trends), surveys (Typeform, Google Forms), **interviews, user personas, customer journey maps**, focus groups, empathy maps, and safari, among others.
- Business model creation using the **Business Model Canvas**.
- Product definition, **information architecture**, and **interaction design** through site maps, flowcharts, tree tests, and card sorting.
- **Testing and iterating solutions** using A/B Testing (with Google Optimize), Google Analytics, and Heatmaps (with Hotjar).
- Analytical ability to identify improvements and **usability issues** through **heuristic evaluation guidelines**.
- **User-centered design** approach, testing and iterating prototypes with tools like Useberry or Maze.

## LANGUAGE SKILLS

Spanish • Native  
English • Intermediate

UX