



# ISABEL SERVAN

Senior Product Designer

[Email](#)

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

---

## Intro

I'm a Senior Product Designer with coding skills, research expertise, and a passion for detail.

For more than 7 years, I've been a part of global teams working on digital products across multiple industries, such as real estate, healthcare, enterprise software, e-learning, retail, tourism, and more. My involvement has impacted millions of users, helping them achieve their goals online.

I believe that excellent products and services are built with quantitative and qualitative research data to inform decisions and champion the user's voice at every step of the design process.

My track record involves evaluating and optimizing complex workflows, crafting complicated data visualizations, collaborating with existing design systems or constructing them, innovating in UI choices, and applying UX research methodologies, which makes me a strategic partner, contributing to shaping the future of the products I work on.

I enjoy challenges at work. I welcome feedback and encourage new ways of thinking. I like taking the initiative on projects. However, I believe in obtaining more extraordinary results when working as a team.

---

# Portfolio



## How I work

### 01 RESEARCH - UX METHODOLOGIES

I always encourage taking data-driven design decisions. I believe that better products and services are built when quantitative and qualitative research data inform the decisions and the needs and voice of the user is championed at every step of the design process.

### 02 UX DELIVERABLES & ARTIFACTS FIGMA

Drawing from research insights, I develop critical UX assets such as personas, user journeys, flowcharts, and wireframes. By constructing interactive prototypes, I delve into user interactions, cultivating the development of refined, user-centric experiences.

## 03 TESTING & VALIDATING PROPOSALS

After formulating solutions for the interface pain points, the next step is to showcase prototypes to the relevant stakeholders. While the specifics of this phase may differ depending on the project's scope, it serves as an excellent opportunity to collect feedback and assess the effectiveness of the proposed solution. This phase involves conducting interviews with users and stakeholders, along with implementing A/B testing.

## 04 UI & VISUAL DESIGN

My visual style is characterized by cleanliness and functionality, facilitating the recognition of the previous research work. I always use and contribute to Design Systems to ensure the interface stays consistent with the overall product. When choosing visual elements, I prioritize options that support brand values and align smoothly with the users' voice and tone.

## 05 DEVELOPMENT // REACT // WORDPRESS // CSS FRAMEWORKS

I have experience coding components contributing to the Design System, achieving pixel-perfect, fully-responsive web layouts rendering across a wide range of devices and screen sizes. Additionally, I specialize in developing WordPress themes from scratch.

# Experience

Oct. 2023 - Present

## REALYSE

Senior Product Designer

Remote - Raleigh, NC

Currently, I'm working as Senior Product Designer, focusing on two digital real estate products for **REalyse**.

*REalyse is a technology platform that helps real estate developers, lenders, consultants, and investors understand where, when, and what to build or buy.*

### Key projects

- Launching a new Product UX research strategy from scratch, implementing tools, methods, processes, and strategies.
- Lead integration of UX research insights into the product development process.
- Redefining existing flows and evaluating current features, with a specific focus on usability and frequency of use, while guaranteeing smooth integration into the overall property analysis workflow.
- Managing from start to end complex new business approaches, striking a balance between business objectives and user needs through strategic quantitative and qualitative data insights. Encouraging taking data-driven design decisions.

Sep. 2021 - Sep. 2023

## RED HAT

Systems Design Engineer - UX/UI

I worked as a Systems Design Engineer on the Learning Platforms/Global Learning Services [team](#) at Red Hat. Please check out the detailed [case study](#) →

Remote - Raleigh, NC

visit the case study →

In my role, I employ UX research methods such as user and stakeholder interviews, thinking-aloud methodology in video sessions, surveys and A/B testing. These methods are crucial in the initial phases to gather optimized requirements and identify areas ready for UX optimization.

My responsibilities also include crafting UX wireframes, user journeys, and navigation flows based on research findings. I actively seek feedback and approvals from stakeholders and team members, fostering a collaborative environment through demos and weekly UX meetings.

For the UI aspect, I design aesthetically pleasing and clean mockups in accordance with the Red Hat branding guide or specific product style guides. To bring designs to life, I code standalone websites to showcase interactions and animations in the browser.

Furthermore, I contribute to the enhancement of Red Hat Learning Subscriptions product by implementing features into the code base, utilizing React framework.

Nov. 2020 - Sep. 2021

### **SMITH.AI**

UX/UI designer & developer (vue.js)

Los Altos, California - Remote

Working full time for Silicon Valley startup, [Smith.ai](#)

Applying UX research methods such as user interviews and thinking-aloud methodology video sessions. As previously to find areas susceptible to UX optimization.

Designing flows and mockups for new complex features or optimising and revamping of existing ones

Developing mockups into frontend code base using Vue.js

Mar. 2019 – Nov. 2020

### **CMRAD**

Lead UX designer & UI developer

Remote - Stockholm, Sweden

I contributed to developing a healthcare app [Collective Minds Radiology](#) CMRAD, which serves as an online workspace for Radiology doctors, facilitating the sharing of challenging cases and enhancing diagnostic capabilities through collaborative tools.

Utilizing UX research methods such as user interviews, personas, user journeys, A/B testing, and thinking-aloud methodology in video sessions, I play a crucial role in understanding user needs. This research serves as a precursor to the development of new features.

I also developed new features on Vue.js, creating components and views.

Feb. 2015 – Mar. 2019

## VENDO SERVICES

Lead Product Designer

Remote - Barcelona, Spain

In charge of developing Vendo product end-points; streamlining processes through UX audit and research, redesigning mockups, conducting A/B testing, implementing responsive web design (RWD), and overseeing the full development of the corporate website, [Vendo](#), [Customer portal](#), [Onboarding website...](#)

UX Design, development and maintenance, responsive standalone websites in different environments: VPC, Corporate website, [Vendo](#), PSM, Meetups vendo...

Collaborating with the Data science team daily. I focus on developing user interfaces for AI-based applications and creating [customized reports](#) based on Python and R language

Experience and knowledge developing highly optimised payment forms.

Assisting marketing department for technical requirements.

2013 – 2015

## FREELANCE

Wordpress developer & UI/UX designer

Remote

Wordpress theme code from the ground up and undertaking complete development for different business websites: [Endoca e-commerce](#), [Ovejas negras](#), [On company](#), [Grupo M punto R](#), [sepe...](#)

Corporative graphic design - printing material: restaurant menu, flyers, posters and merchandising

Mar. 2008 – Nov. 2013

## YACO

Lead designer - interface developer

Sevilla, Spain

UI/UX and visual designer creating digital and advertising material

Frontend developer. Responsible at coding user interfaces and customs themes for projects based on Python and Django.

Responsible for development, reinforcement, and management of corporate brand and online presence.

A pick of the most important projects: [Andalusia official Tourism](#), [University of Cádiz](#), [Elche Tourism](#), [Alhambra Official Archive](#), [University of Extremadura](#)

## Education

2012 – 2013

**CEA, STUDY ABROAD**

Master's degree, Computer software and multimedia applications

London, UK

Frontend technologies Master Course focused on programming languages: HTML, CSS, JavaScript

Digital and motion design principles

2011 – 2012

**CAMBRIDGE UNIVERSITY**

C1 Advanced English Qualifications

London, UK

(CAE) English language proficiency exam Cambridge University Qualification

2007 – 2011

**UNIVERSITY OF WALES**

Sevilla - Cardiff

Bachelor's degree Digital Communications & Media/Multimedia

## References

### A. TORRALBO

"Isabel met the expectations of her role in the project and also collaborated in other technical tasks, as bootstrap themes integration"

### F. GOMEZ

"She is quite organised at work and meets deadlines. I would hire her again in the future"

### J. DOMINGUEZ

"Isabel developed a very creative design concept for one of our clients. She also developed full wordpress site. We were all pretty satisfied with her work"