



# IVAN PLA

PRODUCT OWNER & UX/UI DESIGNER

I have a passion for designing digital products that are user-centric, inclusive, and functional. I am an accessibility advocate and a builder and tinkerer at heart. My mission is to deliver digital products more accessible, usable, and enjoyable for everyone.

## EXPERIENCE

### ○ +15 years Designing & Delivering Digital Products

- 2023-2024 **Banco Santander** - iOS and Android apps
- 2014-2023 **Whitespectre** - stelladot.com, purplecarrot.com, ...
- 2009-2014 **Grupo Intercom** - infojobs.net, softonic.com, ...
- 2008-2009 **Adevinta Spain** - fotocasa.es, coches.net, ...

## HIGHLIGHTS

- User-Centric Design: Prioritized user needs and preferences throughout the product design process to create intuitive and engaging user experiences.
- Usability Testing and Data-Driven Iteration: Conducted usability tests to gather qualitative feedback and leveraged quantitative analytics data to make informed design decisions, resulting in iterative improvements that enhance user experience and drive product success.
- Wireframes, Mockups, and Prototyping Conceptualization: Quickly iterated and refined design concepts, ensuring alignment with user requirements and business objectives.
- Visual Design Crafting: Created visually compelling interfaces and interactions that reflect a deep understanding of design principles, branding guidelines, and user interface best practices.
- Accessibility Advocacy: Focused on accessibility starting from the design process, ensuring products are inclusive and compliant with accessibility standards.
- Design Systems Development: Established and maintained design systems to promote consistency, scalability, and efficiency across product interfaces and experiences.
- Cross-Functional Collaboration: Collaborated closely with developers, and stakeholders to translate product requirements into cohesive design solutions.
- Agile Methodology: Worked within agile development environments to adapt to changing requirements, collaborate iteratively, and deliver high-quality design solutions on time.

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🌐 [linkedin.com/in/uxproductdesign](https://www.linkedin.com/in/uxproductdesign)

## SKILLS

- Product Management & Ownership
- Product Design (UX/UI)
- Data Analysis
- User Research
- Wireframes
- Mockups
- Prototypes
- Information Architecture
- Interaction Design
- Visual Design
- Accessibility
- Design Systems
- JIRA & Confluence
- Figma, Protopie, Photoshop, ...
- Front-end: HTML, CSS, Javascript
- Responsive Web Design
- iOS and Android Apps

## EDUCATION

CITM - Graduat Multimèdia  
2000 - 2004

## LANGUAGES

English, Spanish, Catalan