# Alejandro Moreno
## Product designer

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## Experience

### Product designer @ Geomites

March 2023 - Present

Presently, I am engaged as a freelance product designer contributing to the development of an independent mobile game. I collaborate closely with a team of five individuals, adhering to an agile methodology. My responsibilities encompass defining the design roadmap, aligning it with our technological stack, and addressing specific constraints.
Primarily utilizing Figma and Adobe Illustrator, I am tasked with crafting the design system, prototypes, and wireframes to maintain consistency across diverse user flows. Additionally, I conduct comprehensive market research, heuristic analyses, and content evaluations to inform optimal decision-making.

### Product designer @ Atipiko Tours

December 2022 - March 2023

In collaboration with a web developer, I operated as part of a freelance team to construct a website for a travel agency from inception. My involvement extended to project ideation, competitive analysis, conducting user interviews, designing user flows, establishing a design system, and iterative collaboration with the developer to ensure the overall quality of the final product.

### Product designer & Web developer @ Senzo Studio

September 2022 - December 2022

As an independent freelancer, I undertook the comprehensive design and development of a website for a Visual Effects (VFX) company. Managing the entire project from the initial definition of client requirements, through web design, hosting administration, and continuous feedback collection from both clients and potential prospects.

### Product designer @ Tattoo Paradise

March 2022 - June 2022

Tattoo Paradise represents a personal, non-compensated endeavor involving the development of a mobile application from inception. This application facilitates users within the realm of tattoos to explore designs and discover independent studios and artists. The primary objective of this project was to apply, in a tangible and comprehensive manner, the skills acquired through various experiences.

### Entrepreneur @ Dako

July 2020 - July 2021

I co-founded a delivery company with a colleague, focusing on the distribution of fresh pasta within the Madrid Metropolitan area. In my capacity as a founder, I assumed diverse responsibilities, overseeing and executing tasks essential to the development and success of the project.

### Purchasing manager @ Promam

2017 - 2020

At Proman, a small-scale industrial machinery manufacturing company, I served as the Purchasing Manager, acting as a crucial liaison between the management, workforce, clients, and suppliers. In this role, I facilitated effective communication and coordination across all stakeholders involved in the procurement process.

### Chef @ StreetXo

2016 - 2017

I devoted over a year to residing and working in London, where I was employed at a prestigious restaurant under the guidance of a globally renowned chef. My responsibilities encompassed both culinary tasks and providing impeccable service to discerning clientele.

### Hospitality Industry

2009 - 2016

I have garnered diverse experience in the hospitality industry, having served in roles as a waiter, chef, and ham cutter across various catering companies, hotels, and restaurants. Highlighting 7 years of service to Real Madrid through Catering Mallorca in the VIP Area of the Santiago Bernabéu Stadium.

## Education

### Domestika

2023

Introduction to After Effects

### Udemy

2023

Advanced HTML5 and CSS3

### Interaction Design Foundation

2021 - 2022

User Research

Gestalt Psychology

Human Computer Interaction

Design for the 21st Century

Emotional Design

Information Visualization

Mobile User Experience

Visual Design

UI Design Patterns

### Google & Coursera

2021

Foundations of User Experience

### URJC

2016

Marketing Degree

### Simone Ortega

2011

Higher Degree in Catering and Hospitality

## Self taught

Front web tecnologies - HTML, Javascript, CSS
Server hosting and deployment. Web CMSs

## Skills

User research, ideation, facilitation, prototyping, design systems and communication

## Languages

Spanish (native)

English (C1)

## Toolstack

HTML, CSS, JavaScript, Notion, Slack, Miro, Figma, Abode XD, Adobe ilustrator, Adobe After Effects, Wordpress, Framer and Webflow