

# Alejandro Moreno

## Product designer

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"May design be the result of observation, creativity, collaboration, and the resolution of concrete problems."

## Experience

### Product designer @ Geomites

2023 - Present

Market research, heuristic and content evaluations, information architecture, user flows, wireframes, prototypes, and working closely with developers to ensure designs are implemented effectively

### Product designer @ Atipiko Tours

2023

Atipiko Tours is a company dedicated to organizing trips worldwide. The objective of the project was to design and develop a website that would establish the company's online presence and enable users to view offers and make reservations

### Product designer @ Tattoo Paradise

2022

Tattoo Paradise is a personal project that entails building a mobile application from the ground up, enabling users in the realm of tattoos to browse designs and discover independent studios and artists based on their preferences

### Product designer @ Senzo Studio

2021

Senzo Studio is a VFX company dedicated to the creation of visual effects for film production companies. The objective of the project is the design and development of a website that positions the company online and allows users to obtain basic information and view the company's showreel

## Toolstack

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

## Languages

Spanish (native) & english advance (C1)

## Education

### Domestika

2023

Introduction to After Effects

Advanced After Effects

### Udemy

2023

Advanced CSS

### Interaction Design Foundation

2021-2022

Foundations of User Experience

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 Design

### URJC

2016

Marketing degree

## Skills

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