



MARKEL ZUBIZARRETA

UX / UI DESIGNER

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Portfolio →

PROFILE

As a UX/UI Designer, my expertise lies in crafting **digital experiences** by understanding **user needs**.

With a **strong background in graphic design and digital marketing**, I transform these insights into innovative and visually appealing interfaces that drive tangible results.

SKILLS

I have experience on engaging in **brainstorming** sessions, **whiteboarding** concepts, creating **sitemaps**, **userflows** and **wireframes** at different levels of fidelity. Software that I'm familiar with:

- Figma
- Sketch
- Adobe Creative Suit
- HTML & CSS
- Webflow
- Framer
- Notion

PROJECTS

PLANIFY

App to discover and organize trip plans

- UX research, surveys/interviews, wireframing, sitemap and userflow.
- UI design, branding, foundation, design system and high fidelity prototype.

SAVER

Personal finance management app

- UX research, surveys/interviews, wireframing, sitemap and userflow.
- UI design, branding, foundation, design system and high fidelity prototype.

PIENSO EXPRESS

eCommerce web redesign of a pet store

- UX research, surveys/interviews, wireframing, sitemap and userflow.
- UI design and high fidelity prototype.

WORK EXPERIENCE

Diggia Group

2020 - Now

Digital Design Specialist

- UX design: conduct interviews/surveys, wireframing, sitemaps and userflows.
- UI design: creating a design system, foundation and high fidelity prototypes.
- Branding and corporate design. Elaboration of brandbook and definition and delimitation of brand graphic elements.
- Graphic design for social media, banners and visuals for website and social ads.
- Design of documentation, presentations, catalogs and corporate magazine.
- Design of merchandising, packaging, vinyls, stands, displays and rollups.

MAPFRE

2018 - 2019

Graphic Design Specialist

- Graphic design for social media creativities and visuals for website.
- Design infographics and graphic diagrams for web and documents.
- Layout of magazines and quarterly reports. Presentations and photo editing.
- Web design using Wordpress and Elementor.

Federación Vizcaína de Golf

2017 - 2018

Graphic Design Intership

- Design of web banners, business cards or brochures using Adobe Creative Suit.
- Web design using Wordpress and Elementor.

EDUCATION

Ironhack Madrid

2023

UX/UI Design Bootcamp

- Multiple projects, both individually and collaboratively.
- Design of various digital products, including websites and apps.
- Surveys/interviews, brainstorming, wireframing, sitemaps and userflows.
- High fidelity interactive prototypes with animations and design systems.
- Foundational understanding of HTML5 and CSS3.
- Final project: Planify, app to discover and organize trip plans.
 - Chosen as **Top Project** of the promotion at **Hackshow** event.

EAE Business School

2019 - 2020

Digital Marketing and eCommerce Master's Degree

- Minor in Neuromarketing: deepening my understanding in user centric design.
- Final project: Helper, design of a domestic services app.

University of the Basque Country

2012 - 2016

Advertising and PR Bachelor's Degree

- Minor in Digital Design: focused on developing design skills for digital media.
- Final project: Art direction in environmental advertising.