

MARTA SANTO

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I'M A DIGITAL PRODUCT DESIGNER compromised with companies to develop new projects in a creative and detailed way.

EDUCATION

UX / UI DESIGN

IRONHACK, 2022

EXCHANGE PROGRAM

UNIVERSITÀ DI BOLOGNA

JOURNALISM DEGREE

UNIVERSITAT AUTÓNOMA DE BARCELONA

SKILLS

Agile
UX Research
Proposition Value
Interaction Design
Usability Testing
Copywriting
Wireframing
Prototyping
Visual Design

TOOLS

Figma
Sketch
Ad. Photoshop
Ad. Premiere Pro
Ad. InDesign
Visual Studio Code
HTML
CSS

LANGUAGES

ENGLISH ITALIAN CATALAN

Proficient Proficient Native

PROJECTS

PROYECTO FINAL

BRANDING & PRODUCT DESIGNER

Platform to promote sustainability in companies (App & Web).
Business Model, Design Thinking, Research, Interaction Design, UX, Information Architecture, A/B Testing, UI Design, design systems.

GREEN TEAM

BRANDING & PRODUCT DESIGNER

Platform to promote sustainability in companies (App & Web).
Business Model, Design Thinking, Research, Interaction Design, UX, Information Architecture, A/B Testing, UI Design, design systems.

CEX

UX UI DESIGNER

E-commerce Information Architecture & UI Redesign.
Design Thinking, Research, Interaction Design, UX, IA, A/B Testing, UI Design, design systems.

ARTEFACTO MADRID

UX DESIGNER

Design Thinking, Research, Interaction Design, UX, Information Architecture, Testing.

WORK

MEDIASET
(MEGAMEDIA)

2017 - CURRENTLY

Madrid, España

TEAM LEADER MARKETING DIGITAL

- During these years I have become a better manager coordinating a 10 people team.
- Developed branding and social media design
- I have implemented successful projects as 'Telecinco TikTok' account (top 3 best brands in Spain).
- I have launched and developed new channels through traffic and lead generation (Instagram increased by 30% visits to projects).

KREAB SPAIN

2013 - 2017

Madrid, España

SENIOR CONSULTANT & PROJECT MANAGER

- Account Executive with client relations.
- Digital project management (Analysis, definition and planning).
- Commercial proposals.
- Digital Strategy.
- Budgeting and supplier contracting Execution, monitoring and control.

PLURAL
ENTERTAINMENT

2009 - 2012

España

CONTENT STRATEGIST & COPYWRITING

- Weekly Trending Topics, in social media.
- Writing and script.
- Video editing.