ONA SOLANI

UX/UI & Digital Graphic Designer

— Since 2017

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EXPERIENCE

GAME SOLUTION AG CONSULTANCY

UI & Digital Graphic Designer (Barcelona)
I work as an external professional, supporting the marketing department and my responsibility is the visual part and usability of the projects.

Feb 2020 – Present

Digital Graphic & UX/UI Design Intern (Shanghai, China)
Layout and redistribution of information. Lead graphic designer through Game Solution AG for Michael Kors and Cartier in Shanghai, China. UX/UI on/off design. IxD design. Design of templates, Keynote presentations, notebooks, games tokens, and cards for the Workshops. AAFF preparation. Making visual content, video editing and shooting. Consultant in Art Direction. Visual Designer for other smaller projects of the company, such as sales of technological products.

Jul 2018 – Sep 2018

Junior UI Designer (Barcelona)
Design and conceptualization of games for mobile devices on entrepreneurship. Design Thinking (Double Diamond) in Agile methodology. Phased idealization and creation of the game's story and discourse through AR. Making sketches, architectures, wireframes, flows, heat maps, A/B tests, and betas tests. Making visual content with motion graphics, ixD design. Communication and advertising design, video and photography editing. This project was presented in an international open contest for the company GAME SOLUTION AG, which participated in the Entrepreneur of the Year Contest 2017 by Ernst & Young.

Feb 2017 – Jul 2017

MEMONDO NETWORK

Junior Digital Graphic & UX/UI Designer (Barcelona)
Lead Digital Designer. UX/UI design for web and mobile. Prototyping and interaction design. Design of communication, branding, logos, banners, gifs, videos and landing pages. Community and design manager, content creation for Instagram Stories, filters and games with AR.

Oct 2019 – May 2020

AI SHEJI STUDIO

Freelance Designer
Working closely with clients on small branding, logo, motion graphics, photography, and illustration projects both print and digital.

2018 – Present

TOOLS

Design: Sketch, Figma, Invision, Illustrator, InDesign, Lightroom, Photoshop, After Effects, Premiere, Adobe XD, Principle, Glyphs.

Development: HTML5, CSS3 (Flex box & CSS Grid).

Others: Spark AR, Keynote, Google Analytics, PPT.

RECOGNITION & ACHIEVEMENTS

I've submitted to the Laus Awards Contest with TmbCard App, in the Student category (2020)

UX/UI Designer for Game Solution AG in the Entrepreneur of The Year Contest by EY (2017)

Finalist in Mercatec Contest of Technology and Design by UPC of Barcelona (2013)

EDUCATION

GOOGLE ACTIVATE & UNIVERSITY OF ALICANTE
Web Development: HTML & CSS

May 2020

GOOGLE ACTIVATE & COMPLUTENSE UNIVERSITY OF MADRID
Mobile App Development

May 2020

GOOGLE
Google Analytics

May 2020

NEOLAND
Ideation techniques to solve UX design problems

Apr 2020

Design App, Prototyping, Testing Ideas & Design Sprint

Mar 2020

DOMESTIKA
Web Development: HTML5 & CSS3

May 2020

EINA, UNIVERSITY OF DESIGN AND ART OF BARCELONA
Typography & Digital Photography/Retouching

2019

University Degree in Digital Graphic Design

Sep 2015 – Jul 2019

SKILLS

My **work focuses** on designing digital products and systems for B2B and B2C companies in different methodologies. Design Thinking (Doble Diamond), Agile, Scrum, and Design Sprint.

UX and UI design, with focus on prototyping and usability, information architecture (IA), wireframes, heat maps, UI animations and visual design.

Research part. Usability Testing (A/B & betas test), Benchmark study, Journey mapping and identifying opportunities with POW HOW NOW WOW, PoV, MoSCoW, and HMW methods.

As a **UX writer**, I seek to improve the user experience and degree of interaction with the product. It must be a concentrated language, a lot of meaning in a few words and serve both the company and the user.

With a **background in off/on graphic design**, I have notions with visual hierarchy, typography, and colors. With sharp-eyed for details & experience with AAFF.

Some front-end responsive web development with HTML5, CSS3 (Flex box & CSS Grid).

Fluent in Catalan and Spanish.

English (b2)

Chinese (hsk3/b1)

Korean (a1)