

# Hey there! I'm Pedro, a Product Designer based in Málaga

## Currently

I'm working as a Product Designer at ProFinda, a SAAS product about Workforce Optimization, within the HRtech industry for large companies. We're working on many different projects, from improving user experience for the core platform, building up the Design System and creating new business opportunities.

## Daily Work

- Design System
- Usability
- Interaction
- Accesibility
- Prototypes
- Research

## Experience

- Product Designer

ProFinda (Jan 2023 - now)
- Senior UX/UI Designer

Verisk (Feb 2020 - Jan 2023)

In charge of a set of Insurance products that allows Underwriters, Brokers and Risk Managers perform their daily tasks. Pushing for internal initiatives as meeting Accessibility standards, gathering better Research insights and building a Design System.
- UX/UI Designer

Ravenpack (Apr 2018 - Feb 2020)

Researching to build new features, low and high fidelity wireframing and rapid prototyping for validation. Assisting Developers in implementation. And iterate.
- UX/UI Designer

Basebone (Mar 2017 - Apr 2018)

Building a new family of digital products from scratch using a mobile first mindset. Researching, wireframing, prototyping and assisting Developers.
- CRO Designer

Basebone (Mar 2015 - Mar 2017)

Designing and coding websites for Conversion Rate Optimization in the Marketing Affiliation industry.
- Web Designer

Freelance (Mar 2013 - Apr 2015)

During this stage I created my own multimedia agency, in which I worked for so many different projects having different responsibilities, like Graphic Design, Web Design and Developing, Video Director and Editor.
- Designer and Web Developer

Dantex Group (Mar 2012 - Apr 2013)

Designing and coding web projects using Actionsript 3.0 (Flash) and HTML5 environments, for clients like Deloitte, BNP Parisbas, Prosegur or HA Barceló.
- Audiovisual experience

Various (Sep 2007 - Mar 2012)

I worked as Video Director and Editor, Motion Grapher in several agencies and broadcasting media, such as TVE, Cuatro, Teatros del Canal and SATSE.

## Education

- Universidad de Salamanca
- Ingeniería Técnica en Informática de Sistemas (2005)
- Licenciatura en Comunicación Audiovisual (2007)
- Luma Institute
- Design Thinking Essentials (2021)
- Torres Burriel
- Usabilidad y Experiencia de Usuario (2017)
- CICE
- Máster en Desarrollo de Aplicaciones
- Actionsript 3.0 , con Joseba Alonso (2011)