

CATHERINE ABRAHAM

UX DESIGNER & RESEARCHER

UX Designer with a background in marketing, recruitment, and education. Certified through CareerFoundry, with hands-on experience in user research, wireframing, prototyping and usability testing. Known for strong collaboration and communication across fast-paced, people-focused environments. Adept at creating human-centred solutions that balance business objectives with user needs.



611650861



Madrid & remote working



catherineabraham2@gmail.com

UX PROJECTS

VOCABULARY APP – LANGUAGE LEARNING TOOL

CareerFoundry UX Introductory Course | 2023

- Designed a mobile app to help users build vocabulary and practise speaking in a second language.
- Conducted competitor analysis and user interviews to identify key user pain points.
- Created user personas and user flows to guide the design process.
- Developed low-fidelity wireframes and an interactive prototype.
- Conducted usability testing and iterated based on findings.
- Final solution: a vocabulary app with built-in conversation practice and peer interaction features.

BEANBUDDY – CAFFEINE COMPANION

CareerFoundry UX Immersion Course | 2024

- Designed a responsive app connecting coffee enthusiasts with expert advice tailored to user interests.
- Conducted user research through interviews and competitive analysis to validate the core problem.
- Created user personas, user flows, and wireframes across low, mid, and high fidelity.
- Developed interactive prototypes and conducted usability testing to refine the user journey.
- Final solution: an expert-led coffee advice platform with one-on-one video call booking functionality.

PERSONAL PORTFOLIO WEBSITE

CareerFoundry UX Specialisation Course | 2025

- Designed and developed a custom portfolio website to showcase UX projects.
- Applied front-end development skills including HTML, CSS, and JavaScript.
- Aligned layout and visual language with personal brand identity.
- Created a responsive and accessible user interface optimised for hiring managers and recruiters.

SKILLS

User Research

Figma

Usability Testing

Miro

HTML

Information Architecture

Market Research

Prototyping

Project Planning

Multitasking

Stakeholder
Communication

Reporting

EDUCATION

UX DESIGN PROGRAMME

CareerFoundry | 2023 - 2025

MASTERS IN DIGITAL COMMUNICATIONS

University of Sydney | 2015 - 2017

BACHELOR OF ARTS | PSYCHOLOGY

University of Western Australia | 2011 - 2014

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EXPERIENCE

ENGLISH TUTOR

Freelance | current

- Designed bespoke lesson plans based on individual learner goals, reflecting user-centred thinking and adaptability.
- Tailored content to accommodate varied learning styles and abilities, enhancing inclusivity and engagement.
- Developed empathetic communication skills essential for user research and stakeholder collaboration.

ENGLISH TEACHER – PRE-PRIMARY (EXTRACURRICULAR ROLE)

Private School, Madrid | Jan 2023 – May 2023

- Delivered engaging English-language activities for a class of 10 children aged 3–5 as part of the school's extracurricular programme.
- Created playful, level-appropriate lesson plans to suit a wide range of language abilities.
- Strengthened creative problem-solving and communication skills

RECRUITER & TRAINING COORDINATOR

CHANEL | 2018 - 2020

- Managed end-to-end recruitment across retail, head office and warehouse roles nationwide.
- Spearheaded the rollout of Workday HRIS in alignment with a global hiring initiative, collaborating with IT, HR, and regional teams.
- Organised and facilitated comprehensive three-day onboarding programmes for new hires (20–30 participants per session), including presentation scheduling, venue logistics, tech support, and catering.
- Coordinated internal and overseas development sessions, acting as the liaison between local teams and regional trainers.
- Conducted initial interviews and managed psychometric assessments.

MARKETING & CONTENT EXECUTIVE

Eng Lian Development | 2016 – 2018

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LANGUAGES

ENGLISH

Native

MALAY

Native

SPANISH

Upper Intermediate [B2]

INDONESIAN

Professional Proficiency

MANDARIN

Elementary [HSK2]

KOREAN

Beginner [ISPLR 1]

VOLUNTEER

TAG WRANGLER

Archive of Our Own (Ao3) | 2024

OPERATIONS VOLUNTEER

Women's Aid Organisation | 2019 - 2020

SUPPORT VOLUNTEER

Autism Centre, Perth | 2013 - 2014

Catherine Abraham

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Madrid, Spain

2 June 2025

Dear Bending Spoons Team,

I'm writing to express my interest in the UX Design position at Bending Spoons. As a newly certified UX designer with a background in marketing, recruitment, and education, I bring a human-centred, research-driven and adaptable approach to crafting experiences that serve both users and business goals. What excites me most about Bending Spoons is your ambition—not just to build great products, but to operate as scientists, driven by data, innovation and curiosity. That resonates deeply with me, particularly as someone who finds the research phase of UX most rewarding.

I was particularly drawn to your work with Meetup—a platform I relied on when I first moved to Madrid. It helped me find connection and community in an unfamiliar city, which makes your mission feel personal. Designing tools that bring people together is the kind of work I want to be part of.

During my CareerFoundry training, I led projects from end to end—including BeanBuddy, a responsive app connecting coffee enthusiasts with experts. I conducted user interviews, defined personas, mapped flows, and iterated through multiple rounds of usability testing. It taught me how to listen, synthesise insights, and design with purpose.

Prior to UX, I managed national recruitment at Chanel, overseeing cross-functional onboarding programmes and collaborating with stakeholders across departments. That role sharpened my attention to detail, communication skills, and ability to work at pace—skills I now bring to my design process. Teaching English abroad added adaptability and empathy to the mix, especially when designing for diverse users.

I'm analytical, self-directed and thrive in high-trust, high-performance teams. I value honest feedback and solving the right problems. I learn fast and strive to contribute meaningfully. Thank you for considering my application—I'd love the opportunity to join your team.

Warm regards,
Catherine Abraham