**Raúl Martín Parra**

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### **Professional Summary**

For the last ten years, I have been helping companies translate their needs, vision, and values into solutions in the physical and digital world. My background is in Design with a strong focus on Product Service Design and User Experience. I work across teams and stakeholders to identify, define, and improve their experiences. I love streamlining processes and making them smarter, always aiming to balance innovative solutions with technical realities and constraints.

### **Career Experience**

Huuva Oy, Helsinki  
*Product Designer  
April 2022 – February 2024*

* Improved various user experiences within Huuva's apps.
* Streamlined kitchen workflows and procedures on-site.
* Gathered insights, defined needs, fostered open discussions, and facilitated workshops.
* Designed high-fidelity prototypes for user testing and validation.
* Led product discovery processes and owned the UX and UI of the product.
* Maintained and updated the website (Webflow).
* Started a newsletter and increased subscribers from 30 to 1.5k (Mailchimp).
* Implemented live chat for troubleshooting purchases (Zendesk).
* Defined the digital brand strategy.
* Led photoshoots and video shoots of new brands.
* Introduced a content creation tool and manager for social media (Canva).

Sextafeira, Barcelona  
*Co-Founder and Creative Director  
February 2019 – November 2021*

* Led branding projects for diverse clients, including websites, logos, packaging, and digital media.
* Collaborated closely with clients to understand their goals and audience.
* Oversaw the creative process from start to finish, ensuring high-quality deliverables.
* Conducted workshops to help clients understand their users while managing expectations and needs.

Serena Studio, Barcelona  
*Art Director  
February 2017 – November 2019*

* Contributed to inspiring projects, developing thoughtful brand identities and digital experiences.
* Collaborated with clients to bring their visions to life.
* Worked alongside Creative Director Carla Serena to craft strategies that resonate with audiences.
* Redesigning websites, creating packaging, sales decks, photography, and video.
* Developed user-friendly interfaces for digital platforms.

Linka, Barcelona  
*Art Director  
January 2016 – March 2017*

* Conceptualized and developed brand identity projects.
* Worked on web design, packaging, advertising, and multimedia content for brands like Mango, Adidas, Massimo Dutti, and Pronovias.
* Became Art Director and managed the branding process.
* Created user-friendly web interfaces and e-commerce sites.

### **Education**

Master in Graphic Design  
BAU – Centro Universitario de Diseño, Barcelona

Branding and Advertising  
Escuela de Arte y Superior de Diseño Gran Canaria, Las Palmas de Gran Canaria

### **Professional Training**

Agile Software Development  
Udacity  
*November 2020 – January 2021*

Mastering Service Design  
Service Design College  
*May 2023 – November 2023*