

Sonia Casanova

PRODUCT DESIGNER &
FRONT END DEVELOPER

- Barcelona
- soniacasanovar@gmail.com
- @soniacasanova
- soniacasanova.github.io/Portfolio/

PROFILE

I'm a Product Designer and Front-End Developer passionate about creating digital products that feel intuitive and effortless for users. I enjoy working on every stage, from brainstorming ideas to crafting designs and bringing them to life with code, always aiming to make an impact through thoughtful and meaningful solutions.

SKILLS

Technical skills

HTML | CSS | JavaScript
React | Bootstrap
HubSpot Development
Jira | Bitbucket | Trello
Mobile-First, Responsive design, Web Accessibility
A/B Testing

Design skills

FIGMA
Design Systems, Prototyping, and Collaborative Workflows

Soft skills

Design Thinking
Problem Resolution and Decision-Making
Teamwork and Cross-Functional Collaboration

LANGUAGES

CATALAN & SPANISH	Native
ENGLISH	C1
NORWEGIAN	B1

WORK EXPERIENCE

PRODUCT DESIGNER

Docplanner

Jan 2024 - Present

- Redesigned key features in the product interface, leading to improvement in user engagement and satisfaction rates.
- Improved platform consistency by implementing a design system, streamlining future iterations.
- Led design iterations based on user feedback and analytics, improving platform usability.
- Translating designs into front-end code, focusing on usability, responsiveness, and accessibility.
- Collaborated with stakeholders to prioritise features and ensure alignment with business objectives.

LEAD HUBSPOT DEVELOPER & UX/UI DESIGNER

Cyberclick

Oct 2020 - January 2024

- Pioneered the role of HubSpot Developer, creating custom themes and modules that expanded the team's capabilities and attracted new business opportunities.
- Developed reusable HubSpot modules, reducing development time and simplifying theme customization for diverse client projects.
- Enhanced team efficiency by standardizing HubSpot processes and training team members.
- Managed the end-to-end delivery of custom HubSpot solutions for clients, ensuring projects met quality standards and deadlines.

FRONT END DEVELOPER & UX/UI DESIGNER

Startup (Part-time)

Jan 2022 - May 2022

- Researching and analyzing user and business needs to design an effective and appealing user experience.
- Creating wireframes, prototypes, and high-fidelity designs for the website and web application.
- Oversaw the redesign and development of a responsive web application, balancing design and technical priorities to deliver on schedule.

EDUCATION

Master's degree in Digital Product Management (2023)

Nuclio Digital School

CRO Workshop (2023)

Nuclio Digital School

Postgraduate program in Full-Stack Web Technologies (2021)

UPC

Course in Web Development (2019)

WIT (We ingnite tech)

University degree in Design and Art (2018)

EINA (UAB)