Estela Gaspar

UX/UI | User-Centred Design | User Research

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🌐 [Portfolio](#) · [LinkedIn](#)

Estela Gaspar

Lead UX Designer | Designing Intuitive, Impactful & Human-Centered Digital Experiences | Strategic Thinker in Product & Design | GDS experience | Data, Data Visualisation, ML and AI

Professional Profile

I am a passionate UX designer dedicated to creating ethical, user-centred solutions that add genuine value to society. I thrive on crafting products that are useful, usable, and desirable—empowering people to complete essential tasks with ease.

With experience across energy, retail, education, and government sectors, I bring a broad skillset across UX, UI, interaction design, service design, and user research. I'm expanding into ML, AI, and Python, and working toward a Six Sigma Green Belt.

I follow Design Thinking, Agile, and Lean methodologies, and I'm experienced with GOV.UK Service Standards and design systems like GDS and Google Material Design.

Professional Experience

Atos – UX Designer (2022 – Present)

- Designing intuitive user journeys and UX flows that align with user goals, meet business objectives, and adhere to GOV.UK standards.
- Translating research insights into meaningful, accessible interfaces that genuinely serve users.
- Prototyping in HTML, using GitHub for version control and seamless collaboration with developers.

Professional Experience

Atos – UX Designer (2022 – Present) continued

- Rooting my design process in empathy mapping, data analysis, and a steadfast commitment to user-first thinking.
- Facilitating client-led workshops focused on mapping UX flows to uncover business objectives, align with user needs, and secure stakeholder sign-off.
- Lead and manage relationships with client stakeholders.
- Collaborate with senior practice members to support business development.
- Contribute to thought leadership to elevate Atos's brand in the marketplace.

DEFRA – Extended Producer Responsibility (EPR)

- Conducted research on Power BI and GOV.UK to uncover user behaviours.
- Created task diagrams, empathy maps, and flows per GDS standards.
- Updated GOV.UK prototypes using GitHub and Nunjucks.

HMRC – Make Tax Digital (MTD & ARS)

- Redesigned landing pages and user journeys based on testing insights.
- Built GDS prototypes incorporating feedback via Nunjucks in GitHub.
- Led research to identify user challenges and redesign problematic landing pages.

Capita – UX Designer (2021 – 2022)

- Evaluated systems for usability and accessibility, aligning with GOV standards.
- Conducted usability research while ensuring compliance with GOV accessibility guidelines.
- Led workshops and created user journeys and persona profiles using Agile and Design Thinking methodologies.
- Led workshops, mapped user journeys, and crafted personas.

Howdens Ltd – UX Designer (2019 – 2021)

- Designed responsive components for desktop, tablet, and mobile.
- Maintained design system using Sketch, Abstract, and Zeplin.

BoilerJuice Ltd – UX Designer (2018 – 2019)

- Ran usability testing, A/B tests, and behavioural analysis.
- Created wireframes and prototypes using Axure, Sketch, and InVision.

InfoAware Ltd – E-learning Designer (2017 – 2018)

- Created custom e-learning modules with illustrations and interactivity.

Europa Science Ltd – Web Designer (2016 – 2017)

- Developed standards-compliant websites using HTML, CSS, JavaScript.

Xanthos – Senior Graphic Designer (2009 – 2016)

- Led branding, UX, and responsive design projects for B2B/B2C clients.

Impala – Infographic Designer (2000 – 2008)

- Designed infographics for science and lifestyle magazines.

United Cerebral Palsy – Graphic Designer (1997 – 1998)

- Produced visual materials for nonprofit campaigns.

Education & Qualifications

- **2023–Present:** Datacamp / IBM / Skillsoft – ML, Python, Data Viz, Azure AI
- **2020–2023:** Interaction Design Foundation – HCI, Usability, Mobile UX
- **2018–2020:** The School of UX Design – Research, A/B Testing
- **2016–2017:** MA Graphic Design & Typography – Anglia Ruskin University

Technical Skills

- **Design:** Adobe XD, Figma, Sketch, Axure, InVision, Zeplin
- **Analytics:** Google Analytics, UserTesting, Lucky Orange
- **Dev:** HTML5, CSS3, JavaScript, Python
- **Tools:** Miro, Mural, Jira, Confluence, Azure DevOps
- **Methods:** Agile, Lean UX, GDS Standards

Core Competencies

- Creative problem-solving & innovation
- Strategic UX planning & execution
- User-centred, data-informed design
- Effective communication & storytelling
- Agile project collaboration
- Advocacy for accessibility & inclusivity

Growing level skillset list

- UX
- UI
- User Research (UR)
- Accessibility
- Design Thinking
- Prototypes
- Software Design
- Collaboration
- Lean
- Agile
- Negotiation
- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop

Growing level skillset list continued

- Adobe InDesign
- Adobe Captivate
- Axure
- Sketch Visualisations
- Invision
- Zeplin
- Abstract
- Anima
- Google Analytics
- Google Optimize
- UserTesting
- LuckyOrange
- Data
- Data Visualisations
- Jupyter Notebook
- HTML
- CSS
- JavaScript
- Python
- GitHub
- AI (Artificial Intelligence)
- ML (Machine Learning)
- Explainable AI (XAI)
- Machine Learning
- Azure
- Confluence
- Miro
- Mural
- Sketching
- Painting
- Invention
- Innovation (patents)
- Infographics

Growing level skillset list continued

- Dreamweaver
- PC, Mac, Apple, Android
- MS Word
- Excel
- PowerPoint
- Financial Market

Interests

- Exploring tech and design innovation
- Sketching, painting, and visiting art galleries
- Social impact, supporting causes like The Maggie Oliver Foundation

References

Available upon request.