



Alejandro Camara

Product Designer in Alicante (UTC+0)

About

As a product designer, I simplify daily workflows for users. While my primary focus is on design, I also enjoy exploring development through side projects.

My expertise in both design and development allows me to bridge the gap between these fields, fostering better collaboration and understanding.

Outside of work, you might find me skiing on the slopes or overlanding in the desert.

Contact

Email hi@alejandrocarama.info ↗

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Work Experience

2018 — Now

Product Designer at European Union Intellectual Property Office

→ Researched with users across the 27 EU member states using interviews, surveys, card sorting and user testing to gather insights of their workflows.

→ Improved usability of existing tools by conducting heuristic evaluations and user testing.

→ Designed two new tools to help users improve their time-to-register new trademarks, working with internal stakeholders, customers and business analyst. Created rapid prototypes and conducted user tests in an Agile environment.

→ Communicated the advantages of a UI library to the client.

→ Worked closely with engineers and other designers to document and create a UI library to simplify the translation of complex systems into tangible products.

2015 — 2018

Product Designer at SIMPOSIUM Events

- Researched market and defined new features.
- Designed the tool to automate the creation and communication of diplomas to attendees.
- Gave customer support and gathered and prioritise user feedback.
- Conducted in-house workshops to aimed at maximising the utilisation of the tool.
- Designed the mobile app to search for events.
- Re-designed the landing page that increased contacts in a 30%.

2017 — 2017

Product Designer at Travelest App (discontinued)

- Created prototypes and conducted user tests.
- Documented design thinking, findings and proposals to communicate the design decisions to the client.
- Created user requirements, wireframes, high-fidelity designs and design specifications for the development team.

2014 — 2017

Designer and Developer at Universidad Miguel Hernández de Elche

- Created prototypes and conducted user tests to validate design proposals.
- Developed in HTML, CSS, JS and ASP.net the 40 landing pages and their contact forms.
- Led the migration from HTML, CSS, JS to Wordpress, minimising disruption of daily operations and documenting how to use the new platform for interns.

Side Projects

2023

InmoGolf Bonalba at InmoGolf Bonalba ↗

Designed and developed a real estate website using Next.js, TailwindCSS for the front end, and Sanity.io as a headless CMS.



2022

Interviewed With ↗

Collaborated with a colleague to design and develop a responsive website using React, enabling users to share their first-hand experiences of job interviews in an anonymous way.



Education

- 2022 — 2022

Design Systems at Tramontana Institute
- 2022 — 2022

Design and Data Visualizacion at Tramontana Institute
- 2005 — 2017

Telecommunication Engineer at Universidad Miguel Hernández de Elche ↗
Elche
- 2015 — 2015

V Interaction Design Professional Program at Tramontana Institute
Madrid
- 2012 — 2012

iOS App Development at Universidad Miguel Hernández de Elche