Veronica Moreno
UI/UX Designer

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🔗 **www.veronicamoreno.me**

Skilled and resourceful designer with great attention to detail. Special talent for creating beautiful, functional and user-centred interfaces. My design process is based on my belief that everything has a reason and a purpose.

Industry Knowledge

- User Experience
- User Interface
- Product Design
- Branding
- Wireframing
- Prototyping
- Sketching
- Typography

Tools

- Figma
- Sketch
- Invision
- Adobe Creative
- Balsamiq
- Visual Studio
- Wordpress

Other Skills

Knowledgebale in Microsoft Office and Google Suite
Basic HTML /CSS and Bootstrap,
Experience with Google Analytics and SEO
Drawing

Languages

English, Spanish and Catalan

Socials

in linkedin.com/in/veronicamorenovicente

Bē behance.net/veronicamovi

UI/UX Designer | Freelance | from 2019

Career change into full-time UI/UX design. Experience in several projects that cover all stages of the Design Thinking process.

- User Research & understanding of users' needs
- User Interface assets & components
- Ideation & prototyping of solutions
- Test & Implemention of designs
- Branding & Logo design

Library Promotion Coordinator | Biblioteca de Blanes | 2009-2019

I spent the first part of my professional years in a library, where I realised the importance of Information Architecture and began my transition into User Interface Design while working on the library's websites. This was a proactive role showing people that libraries are much more than places where you can borrow books for free. Some of my responsibilities included:

- Creating a website with general information about the library
- Using SEO and Google Analytics to improve the library's online presence
- Creating promotional content for different library services: slogans, logos, imagery, leaflets, newsletters
- Managing the library's Social Media accounts
- Creating aged-focused reading guides and literary trails
- Organising such events as Children's Story Time and Book Clubs

EDUCATION

Focus on UI/UX design | 2018 - 2022

Coursera:

- UI/UX Design Specialisation
- Graphic Design Specialisation
  California Institute of the Arts
- Web Development & Coding Specialisation
  University of Michigan

SheCodes:

- Front-End plus React

Experience Haus:

- UX & UI Bootcamp

LinkedIn Learning:

- Adobe Creative Cloud
- Logo Design & Branding

Learn UI Design:

- UI Course
- UX Course

Focus on Information Management | 2009 - 2012

- Degree in Information Management, UOC (uoc.edu)