

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

Webflow

Other Skills

Microsoft Office

Google Suite

HTML

CSS

Bootstrap

Google Analytics

SEO

Drawing

Languages

English, Spanish and Catalan

Socials



[linkedin.com/in/veronicamorenovicente](https://www.linkedin.com/in/veronicamorenovicente)



[behance.net/veronicamovi](https://www.behance.net/veronicamovi)

EXPERIENCE

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 & Implementation 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)