



VERONICA MORENO

UI/UX Designer and HTML/CSS Developer

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## About

Skilled and resourceful designer with a special talent for creating beautiful but still functional websites. Very passionate about learning and helping organisations grow their brands. Great attention to detail and a background in information classification, handling and processing with a user-centric approach.

Looking forward to joining a team where hard work is not incompatible with fun and there are plenty of opportunities for personal and professional growth.

## Skills

- Sketching
- Storyboarding
- Wireframing
- Prototyping
- Branding
- Typography
- Responsive Web Design
- Mobile First Design
- HTML5
- CSS3
- Basic understanding of Javascript

## Tools

- Photoshop
- InDesign
- Illustrator
- Inkscape
- Gimp
- Adobe XD
- Balsamiq
- Figma
- Sublime Text
- Wordpress
- Google Analytics
- SEO

## Languages

English - Professional Working Proficiency  
Spanish - Native  
Catalan - Native

## Work Experience

### • 2018 - Present, Freelance Web Designer and Developer, London

*Moved to London and started a career change. Experience with both paid and charity work that includes:*

- Requirements gathering, prototyping and brand design.
- Developing websites from scratch with HTML, CSS and Javascript.
- Responsive and mobile-first sites.
- Using Wordpress to create ecommerce sites.
- Using SEO and Google Analytics to increase traffic and improve user experience.

### • 2010 - 2018, Social Media and Events Manager, Biblioteca de Blanes, Spain

*After some time at the library I started a degree that would help my career progression, but soon realised that I wanted to do more than classifying information to be easily found. Instead, I wanted to promote the library, get people excited about visiting us, build a brand.*

*In my new role, some of my responsibilities were (not limited to):*

- Created a new website with general information about the library that included designing new logos and editing and styling pictures of different areas of the library.
- Organised such events as Children's Story Time that included designing brochures to promote the event and editing pictures and videos taken during the events to be used in social media accounts.
- Designed age-focused reading guides and literary trails.

### • 2003 - 2010, Library Assistant, Biblioteca de Blanes, Spain

## Education

### • 2018-2020, focus on Design and Web Development:

- Coursera:
  - UI/UX Design Specialisation, California Institute of the Arts
  - Graphic Design Specialisation, California Institute of the Arts
  - Web Development & Coding Specialisation, University of Michigan
- LinkedIn Learning:
  - Adobe Creative Cloud
  - Photoshop for Web Design
  - Logo Design & Branding
- W3Schools:
  - HTML and CSS Learnings Paths
- SoloLearn:
  - HTML and CSS Fundamentals

### • 2009-2012

- Degree in Information and Documentation, UOC (uoc.edu)

