



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

Freelance, London

Present

• **Web Designer and Developer**

Career change into Web Design & Development. Experience with both paid and charity work that covers all areas from ideation to search engine positioning:

- User requirements
- Branding
- Prototyping/Wireframing
- HTML5 & CSS3 from scratch
- Bootstrap Framework
- Wordpress with custom templates
- Ecommerce
- SEO & Google Analytics

Biblioteca Comarcal de Blanes, Spain (Library)

2010

• **Promotion Coordinator**

2018

Still at the same library, the focus changed from a traditional approach of classifying information to a more proactive role in showing people that libraries are much more than places where you can borrow books for free. That 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.

2007

• **Library Assistant**

2010

Education

2018

Focus on Design and Web Development:

2020

- 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

Focus on Design and Web Development:

2012

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

