VERONICA MORENO

UI/UX Designer and HTML/CSS Developer

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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, London

● *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
- Boostrap Framework
- Wordpress with custom templates
- Ecommerce
- SEO & Google Analytics

Biblioteca Comarcal de Blanes, Spain (Library)

2010 - 2018

● *Promotion Coordinator*

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 - 2010

● *Library Assistant*

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

Focus on Design and Web Development:

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