

# Veronica Moreno

## UI/UX Designer

✉ [verfred@gmail.com](mailto:verfred@gmail.com)

🌐 [www.veronicamoreno.me](http://www.veronicamoreno.me)

Skilled and resourceful designer with great attention to detail. Special talent for creating functional and user-centric approach 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

Knowledgeable in Microsoft Office and Google Suite

Basic HTML /CSS and Bootstrap,  
Experience with Google Analytics and 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
- Web Development & Coding Specialisation

*California Institute of the Arts*

*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](http://uoc.edu))