# Veronica Moreno Vicente
## UI Designer

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🌐 veronicamoreno.me
📍 Swindon

## PROFILE

I am Veronica, a passionate and creative individual who loves designing websites, interfaces and illustrations that make brands stand out. My designs not only look great but also work well for users.

## WORK EXPERIENCE

05/2019 - PRESENT — UK
### UI/UX Designer — Freelancer

- Conceptualised and executed highly user-centric design concepts for diverse clients, adhering to organisational protocols and meeting clients' specific demands.
- Generated UI designs, conducting preliminary drafts to identify potential design flaws.
- Spearheaded the end-to-end UI/UX design process, from research and conception to wireframing, prototyping, and final delivery.

01/2021 - 03/2021 — LONDON, UK
### UI/UX Designer — Experience Haus

- Sport Tech Hub website redesign
- User Research & understanding of users' needs
- User Interface assets & components
- Ideation & prototyping of solutions
- Test of designs

02/2009 - 05/2019 — BLANES, SPAIN
### Library Promotion Coordinator — Biblioteca Comarcal de Blanes

- Developed, implemented and managed marketing initiatives to promote the library's services and resources.
- Created promotional materials and campaigns such as slogans, logos, imagery, leaflets, newsletters and posters.
- Coordinating outreach events such as Children's Story Time, Book Clubs, literary trails and workshops.
- Managing social media accounts and website content, and analysing data to measure the impact of marketing efforts.

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## SKILLS

**Design Skills**
Colour, Typography, Components, Iconography, Photography and Imagery, Vector illustration, Accessibility, Responsiveness

**Design Tools**
Figma, Adobe CC, Sketch, Invision, Framer, Webflow

**Languages**
English, Spanish and Catalan

## EDUCATION

01/2021 - PRESENT — ALMA MATER

**Learn UI design / Learn UX design — <u>Learn ui design</u>**

01/2021 - 03/2021 — BOOTCAMP

**User Experience and Interface Design — <u>Experience Haus</u>**

04/2020 - 07/2020 — ONLINE

**UI/UX Design Specialisation — Coursera - California Institute of the Arts**

01/2020 - 04/2020 — ONLINE

**Basics of Web Development and Coding — Coursera - University of Michigan**

01/2020 - 02/2020 — ONLINE

**Adobe Creative Cloud — LinkedIn Learning**

09/2019 - 01/2020 — ONLINE

**Graphic Design Specialisation — Coursera - California Institute of the Arts**

09/2009 - 06/2012 — UNIVERSITY

**Degree on Information Management — <u>Universitat Oberta de Catalunya</u>**

## SOCIALS

- <u>linkedin.com/in/veronicamorenovicente</u>
- <u>behance.net/veronicamov</u>