

# VANESA FERRER

## Junior UX/UI Designer

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## PROFESSIONAL SUMMARY

Junior UX/UI Designer with training in UX Research, UX Design, UI Design, and Prototyping. Background in audiovisual communication, social media management, and content creation, bringing a unique perspective on user engagement, visual storytelling, and data-driven decision making. Experienced in transforming complex ideas into accessible, user-centered digital products focused on usability, accessibility, and business objectives. Proficient in Figma and front-end technologies (HTML, CSS, JavaScript). Bilingual: Spanish (native) and English (C1).

## CORE SKILLS

UX Research • UX Design • UI Design • User-Centered Design • Wireframing • Prototyping • Usability Testing • Information Architecture • Interaction Design • Visual Design • Design Thinking • Responsive Design • Accessibility (WCAG) • User Flows • Personas • Journey Mapping • Heuristic Evaluation • A/B Testing • Design Systems

## TOOLS & TECHNOLOGIES

Figma • HTML • CSS • JavaScript • Adobe Premiere Pro • Adobe After Effects • WordPress (Elementor) • Google Analytics • Metricool • Canva

## UX/UI DESIGN PROJECTS

### Museek – Gamified Museum Discovery App

January 2026

- Conducted end-to-end UX Research including user interviews, competitive analysis, and persona creation to identify pain points in cultural event discovery.
- Designed user flows, information architecture, and wireframes to structure the app navigation and core features.
- Created a functional low-fidelity prototype in Figma, iterating based on usability testing feedback.
- Applied design thinking methodology from problem definition through ideation, prototyping, and testing.

### Korean Air – Website Redesign (Heuristic Evaluation)

2026

- Performed a comprehensive heuristic evaluation based on Nielsen's 10 usability heuristics.
- Identified key usability issues and proposed UI improvements to enhance user experience and accessibility.
- Redesigned critical user interfaces in Figma with focus on visual hierarchy, consistency, and responsive design.

## WORK EXPERIENCE

### Audiovisual Manager & Social Media Manager

July 2023 – September 2025

**Clientify (SaaS / CRM Platform)** | Malaga, Spain

- Increased user engagement by 70% on Instagram and LinkedIn through data-driven content strategies and UX-informed visual design decisions.
- Analyzed user behavior metrics and social media analytics to optimize content performance, applying A/B testing and iterative improvement.

- Designed visual assets including carousels, thumbnails, and UI elements for the SaaS platform and social media campaigns using Figma and Adobe tools.
- Collaborated with product and marketing teams to align content strategy with business objectives and user needs.
- Drove a 30% increase in web traffic by creating user-centered content experiences across multiple digital channels.

### Community Manager (Intern)

September 2022 – March 2023

**Giants Gaming** | Malaga, Spain

- Achieved 1M+ views on TikTok by understanding audience behavior and creating user-centered entertainment content.
- Managed community feedback and user interactions, developing skills in user empathy and audience needs analysis.
- Coordinated with cross-functional teams on product launches, gaining experience in stakeholder collaboration.

### TV Producer & Content Manager

July 2017 – August 2022

**101TV Malaga** | Malaga, Spain

- Led a team of 5 professionals, developing leadership and cross-functional collaboration skills applicable to design team environments.
- Built strong visual storytelling and composition skills through camera operation and live production.
- Managed end-to-end content production workflows, demonstrating project management and iterative process improvement.

## EDUCATION

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### UX/UI Design Bootcamp

January 2026 – March 2026

**Ironhack**

UX Research & Design, UI Design, Prototyping, HTML, CSS. Tools: Figma.

### Bachelor's Degree in Audiovisual Communication

2018 – 2021

**Universidad Rey Juan Carlos**

## CERTIFICATIONS

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- HTML, CSS & Javascript – SheCodes

## LANGUAGES

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- **Spanish:** Native
- **English:** C1 (Advanced)