



UX/UI DESIGNER • PRODUCT DESIGNER • CREATIVE CODER

PROFILE

I'm a freelance multidisciplinary designer with a keen interest in visual communication, emerging technologies and user experience. Always up for the next challenge, I am a creative, analytical and passionate self-starter that can drive forward-thinking design from concept to inception.

For over nine years, I've worked for fully integrated agencies, startups, large corporations and leading brands which has given me extensive experience on responsive design, UI, UX, advertising, social, e-commerce, branding and corporate communications. I design simple and engaging experiences that translate company and user requirements into elegant, innovative and functional solutions.

SKILL SET

Idea generation, sketching using pen and paper, wireframing, fast prototyping using Craft, inVision, Marvel or Flinto, creating and improving brand guidelines and design systems in Sketch and Zeplin, scalable UI design kits, Creative / Art Direction, typography, Product Design, responsive web solutions, pitch work, social media, good notions in accessibility and SEO, Agile, proficient with Adobe Suite, sound understanding of HTML, CSS, PHP, XML & jQuery and creative coding languages.

WORK EXPERIENCE

July 2008 - Present

FREELANCE DIGITAL DESIGNER / FRONT-END DEVELOPER

- Freelancing for leading creative agencies (SapientNitro, Gyro:, Saatchi & Saatchi, Karmarama, etc), brands (Burberry, The Body Shop, L'oreal, McDonalds, etc), large corporations and private clients.
- Visual, UX and UI design of responsive websites and apps.
- Design and implementation of websites using HTML, CSS, JQuery and CMS integration.
- Creation, development and implementation of multimedia campaigns.
- Graphic design for print: flyers, posters, leaflets and textile graphics.

July 2016 - Jan 2017

PRODUCT DESIGNER - Tabl.

- Prototype, design and validation of concepts for Tabl's new products.
- Developing the UI/UX of new features from concept to launch.
- Creating process flows, wireframes and prototypes of new functionalities.
- Applying knowledge of UX/UI to solve complex problems in a fast paced environment with tight deadlines.
- Utilising feedback from team members and customers to improve designs and products.
- Working closely with developers to ensure the visual style, user experience and interactions are consistent accross all browsers and devices.

Mar 2015 - Aug 2015

LEAD UI/UX DESIGNER - The Book of Everyone

- Creating beautiful and engaging user interface designs, responsive layouts, UI kits, process flows, user experiences and interaction designs.
- Using InVision to create working prototypes to test and evaluate designs before going to development.
- Leading the design process and managing requirements and scope, problem solving, decision making and design documentation creation.
- Collaborating with Developers and Analytics Consultants to ensure designs are implemented as intended and working accordingly.

Nov 2014 - Dec 2014

SENIOR UI/UX DESIGNER - Orange Labs

Planned and designed the user experience of for two apps while at Orange Labs:

- Project 1 was specific for Android and at early conceptual stage. I created wireframes from an initial research, crafted engaging visual designs and collaborated with developers to ensure we could deliver within the timeframe.
- For my second project I helped deliver assets for the Android version of the app, and planned and designed the iOS version including wireframes, consulting the stake holders on improvements of the user experience, producing visual designs and delivering assets to developers.

Mar 2014 - Sep 2014

SENIOR DIGITAL DESIGNER - SapientNitro

- Working on a pitch for McDonalds that aimed to redesign the overall Happy Meal experience and its digital platform, the 'Happy Studio' by creating a connected world gaming experience that would include AR games, mobile and tablet applications and a digital platform.
- Pitch work for the marketing strategy of the new KIA Soul accross all channels.
- Creating the future NatWest's online banking platform which would be fully responsive accross all devices and different platforms within an agile environment.

Nov 2012 - Dec 2013

LEAD VISUAL DESIGNER - LexisNexis

- Managing and leading the visual design team on the redesign and progressive implementation of a new global visual style that will be applied to all LexisNexis products worldwide.
- Defining and safeguarding the visual standards and style guides to be used by any visual designers working on the LexisNexis products moving forward.
- Liaising with the development team to ensure the correct implementation of the new visual styles.
- Regularly meeting with the product teams and stakeholders to ensure the designs proposed serve well the business and user requirements.

EDUCATION

2010 - 2011

MA IN COMPUTATIONAL ARTS - Goldsmiths, University of London

1998 - 2003

BA IN ART HISTORY - University of Santiago de Compostela, Spain

LANGUAGES

Spanish and Italian.