



DIGITAL DESIGNER • FRONT-END DEVELOPER • CREATIVE TECHNOLOGIST

PROFILE

An experienced graphic / digital designer, front-end developer and new media artist that lives and breathes all things digital.

With eight years experience across a varied range of digital disciplines that include web design, online advertising, mobile, e-commerce and corporate communications I generate creative solutions that are innovative, engaging and functional for leading brands, creative agencies and private clients.

SKILL SET

CREATIVE & UX SKILLS

Visual design of apps, websites and digital advertising, concept development, user experience, wireframing. Print design of identities, logos, marketing collateral, apparel, brand guidelines. Proficient with Sketch, Photoshop, Illustrator, Fireworks, Flash, InDesign, Dreamweaver.

TECHNOLOGIES & TOOLS

HTML5, CSS3, jQuery, PHP, XML, ActionScript, CMS, Processing, OpenFrameworks, Arduino.

WORK EXPERIENCE

July 2008 - Present

FREELANCE DIGITAL DESIGNER / FRONT-END DEVELOPER

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

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.

May 2010 – Sep 2010

DIGITAL DESIGNER - Investis

- Creating and developing design concepts for Investis client portfolio.
- Liaising closely with clients to discuss ideas for the layout and organization of the site, colours, style and images, identifying target audiences, leading competitors and determining functionality.
- Conduct presentations, internally and externally, to introduce the design concepts.
- Communicating with the design team in India to coordinate shared projects and guide them and review the development of design concepts.

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.

INTERESTS

Art, design, illustration, music, literature, comics, cinema and photography.