SENIOR PRODUCT DESIGNER

SKILLS

Design
Ideation & workflows
Personas
Scenarios
Storyboarding
Wireframing
Prototyping
Interaction & UI design

User Research
Interviews & surveys
User research
User & Usability Testing
Concept Testing
Comparative analysis

Tools
Adobe CS
Sketch
Axure
Figma
Invision
Framer & Principle
·
Agile
Jira
Confluence

Programming

Strong · HTML / CSS
Familiar · Javascript, JQuery

EDUCATION

CEADE Leonardo
Seville, ESP
School of Design & Communication
University of Seville
Seville, ESP
Business Administration
& Management

EXPERIENCE

ENTAIN GROUP, Senior UX/UI Designer

May 2019 - Present · Gibraltar, GIB

Translate strategy, business requirements and usability best practices into high-quality, customer centric designs that support brands and business objectives. Partner with product managers, product owners, stakeholders, designers and engineers from concept to launch.

WILLIAM HILL, Senior Sportsbook UX Designer

Jan 2017 - Abril 2019 · Gibraltar, GIB

Defining UX, competitive analysis, definition of process flows, prototyping, wireframes, user testing, interaction design and measuring UX. Presented findings and design recommendations to product managers, stakeholders, designers and engineers.

BETSSON, Mobile UX/UI Designer

Jul 2016 - Nov 2016 · Malta, MLT

Worked on wide range of Casino games, Live Casino & Sports betting native and mobile web apps. Analysis, workflows, prototyping, wireframing and pixel-perfect UI while working with product manager, product owners and iOS/Android developers.

ICINETIC, Lead UX/UI Mobile Designer

Sep 2015 - Jul 2016 · Seville, ESP

Worked as Lead Designer for several clients on mobile apps (iOS and Android), desktop and web platform Buildup.io - 'Make app prototypes with ease and turn them into fully working native apps and backends'.

RAKUTEN TV pka Wuaki.tv Product Designer

Nov 2013 - Sep 2015 · Barcelona, ESP

Conducted usability tests, benchmarking, workflows, prototypes, wireframes, visual interfaces on apps, website, game consoles and Smart TV apps. Presented findings and design recommendations to product managers and developers.

USACD, UX/UI Designer

Feb 2013 - Nov 2013 · Barcelona, ESP

Wireframed and designed solutions to improve UX and UI for mobile applications, enterprise software and iPad platform products. Collaborated with product team and developers to combine business and user goals into design solutions.

BLOOSEE, Product Designer

Feb 2012 - Jun 2012 · Barcelona, ESP

Created and improved websites and mobile apps designs to create effective UX and responsive design, and pixel-perfect UI while working with a team of designers, product manager and developers.

Ulises Interactive · Grupo Planeta, Mobile & Web Designer

Sep 2010 - Nov 2011 · Barcelona, ESP

Producing webs, landing pages, banners, masthead, Facebook apps and other marketing online designs as email marketing campaigns. Working with developers, product managers and designers to further innovate on the products.