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Lead UX and Product Designer

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SUMMARY

Over 10 years experience as UI and UX designer, 7 of which have been focused on mobile native applications. I have been covering the whole UX process including:

- Creativity and idea generation
- Defining from raw concepts to product design.
- Prototyping, wireframing, user flows, information architecture, interaction design and user testing.
- Integration of brands with visual languages of native platforms like iOS and Android, going from interface visuals to motion design.
- Efficient communication workflow between design and development team.
- Dealing with clients gathering requirements, pitching new ideas and in charge of the project management.

I create designs and products that:

- Pivot on user's problem solving rather than feature lists.
- Achieve intuitiveness by being easy to learn.
- Avoid frustrations and are delightful in the details
- Get all this in an efficient balance between user needs and production budget.

PROFESSIONAL EXPERIENCE

NOV. 2019 - MAR. 2020; NTT DATA (FREELANCE), LONDON (UK)

UX DESIGNER.

Project within the public sector for the "Money and Pensions Service" consisting of the creation of a new site that unified the three old ones to provide a fair and unbiased financial advice. The site was developed using as a CMS an implementation of Adobe Experience Manager (AEM). My duties in the project consisted of:

- Working with the UX and UI designers of the service to fill the gap between their work and the developers doing the implementation.
- Mapping and optimising the main user journeys in the system.
- Designing a responsive website based on AEM that works properly in desktop and mobile according to the requirements of the Government Digital Service in terms of accesibility and test with users.
- Developing the information architecture of the site to make sure that the big amount of information covered in the site is comprehensible and accesible.
- Creating a design system that makes more efficient both the design and the production of current an future features.

JAN. 2019 - JUL. 2019; SKY (FREELANCE), LONDON (UK)

UX DESIGNER.

Hired as the sole designer for the Content Supply Chain, the internal tool in charge of managing all the Intellectual Properties and content managed by Sky in its journey through the system from the entry as just metadata, throughzz rights management and up to the presentation in the customer facing services such as Now TV and Sky Q.

- Working closely with business analyst and product owner to capture user's and business' needs to translate them into designs.
- Implementing an efficient workflow that allowed to produce a design system and framework that ensured consistency and ease of implementation with the use of state of the art apps such as Figma.
- Envisioning a design that integrates multiple features, originally intended for separated systems, into a holistic system that allowed to track the state of the different pieces of content through the internal Content Management System.
- Eventually helping with little frontend tasks, developing over a framework implemented with Typescript and React.

OCT. 2016 - OCT. 2018; CLUSTER SEVEN, LONDON (UK)
UX LEAD.
Being the first designer ever hired by this company I am in charge of

- In charge of creating a UX Design function for the first time in the company as the organisation shifts from on-premise to a SaaS product.
- Leading the design from envisioning to implemented product of a desktop web app for versioning and tracking changes of critical Excel Files.
- Implementing an internship program for interaction design students.
- Management of a design project regarding the creation of a design system for the company products.
- Creation and implementation of processes for integrating the Design function with the development team and their Agile methodology.
- Translating the versioning method of GitFlow to the design process through the app Abstract.

JUL. 2016 - OCT. 2016; CANONICAL, LONDON (UK)
LEAD UX DESIGNER.
Lead UX designer for the Ubuntu operating system, the most popular Linux distribution. I have made contribution on:

- Cloud backup and restore systems for Ubuntu Phones.
- Desgining a Multi Display management system for Unity 8, the latest version of Ubuntu Desktop.
- Envisioning and prototyping concepts and ideas on the convergence of a single operating system across multiple platforms and input methods such as smartphones, tablets, and desktop computers.

MAR. 2016 - JUL. 2016; BIGLIGHT, LONDON (UK)
SENIOR UX DESIGNER.
I participated in the design of an ecommerce platform for Specsavers, a leading optics and eye health breand with presence in over 20 countries. My duties there have been focused mainly on user research, wireframing an prototyping of new ideas to build and test.

FEB. 2015 - MAR. 2016; CAPLIN SYSTEMS, LONDON (UK)
UX DESIGNER.
I provide solutions that define the UX of a suite of products for FX trading which are deployed accross mobile, and desktop web apps. I have made strong contributions on:

- Driving a design unification of multiple apps to ensure a look and feel that is consistent

accross all the company's products.

- Structuring this UX system around a limited number of variables which allow generating countless consistent themes by just adapting it to the colors of the client´s brand.
- Refining and enhancment of an app for FX trading on mobile devices, both for phone and tablets.
- Providing solutions to complex problems on the range of information architecture, interaction and motion design.
- All matched with the ability of providing strong visual design to finish the whole UX process.

ENTREPRENEURIAL EXPERIENCE

SEP. 2010 - OCT. 2014; OBTURE CODE, SALAMANCA (SPAIN)
CREATIVE DIRECTOR AND UX DESIGNER.

I cofounded this Digital Producing Company specialized in native app and web development for the Advertising industry and startups. Some relevant case studies were:

DE PINCHOS 2011-2014, a local tapas guide in Salamanca (Spain)

- Tapas guide for a 10 days long yearly gastronomic festival.
- Full product design, from concept to final execution.
- Full native apps for both iOS and Android
- 4 years long product iteration going from 4,000 users to 12,000 just in those 10 days.
- Award: 2012 Gold in Web and Interactive Category for Castille and Leon Advertising Awards

HORSE RIDER 2012, Technical showcase

- The goal was to summarize in a single project all the tecnologies Obture could work with.
- Product design of a web based videogame motion controlled via native mobile apps.
- Full HTML, CSS and Javascript videogame plus two native Apps for iOS and Android taking players moves into the videogame.
- Seamless pairing of the controllers and the screen. No codes or QR scanning required in order to get an smoother experience for the user.

UNIVERSIDAD DE SALAMANCA LIBRARIES SERVICE 2012-2014

- The Libraries Service of this 8 century old Univeristy asked for a set of mobile apps on every platform with all their services, form contact information to complex searches.
- Interaction design for a mobile search system wich covered from single searchbox to complex field filtered queries to retrieve all sorts of documents from books to investigation papers.
- The final result lead the company to signing an agreement with SWETS, a leading multi-national company on libraries and editorial services, for spreading this concepts to other universities across Europe.

SEP. 2008 - NOV 2012; OBTURE.COM, SALAMANCA (SPAIN)
PRODUCT DESIGNER.
- I lead the product design of this photography social network.
- Full process from original concept, to feature specification, wireframing, interaction design, visual design, testing and launch.
- Continous iteration based improvement accoding to user feedback and web analytics.
- It got to over 60.000 photos, 5.000 registered photographers and 1.500 daily visits, which got to be known as the "Spanish alternative to Flickr".

SKILLS

NATIVE MOBILE DESIGN
Wide experience designing native experiences for main mobile platforms like iOS, Android and Linux, both with apps and with the Operating System itself.

UX DESIGN
Problems must be solved in an elegant and simple way, making sure that those process are so easy to learn that become almost invisible for the user.

PRODUCT DESIGN
I have always had the ability to envision whole products, being able to provide much more solid experiences that trascend a feature by feature design.

SOFTWARE

DESIGN
Figma, Sketch, Framer X, Adobe XD, Illustrator CC, Photoshop CC, Fireworks CC, Sketch 3, After Effects CC, Premiere CC, InDesign CC, 3D-Studio MAX, Cinema 4D, AutoCAD, Glyphs 1.4.3., Flash CS6.

PROGRAMMING LANGUAGES
React, C, Java, Android SDK, PHP, ActionScript, HTML, CSS, JavaScript, XML.

OTHERS
VS Code, Sublime Text, SVN, Git, Grunt, Bower, Angular JS, Twitter Bootstrap, Blockchain

EDUCATION & TRAINING

COLLEGE

UNIVERSIDAD PONTIFICIA DE SALAMANCA
2006-2012. Advertising and Public Relationships Graduate.

ILLINOIS WESLEYAN UNIVERSITY (BLOOMINGTON, IL; USA)
2009-2010. IES Abroad scholarship for the academic year 09-10 taking courses on Graphic Design, Marketing and Creative Writing.

UNIVERSIDAD DE SALAMANCA
2002-2010. Computer Engineering Graduate.

LANGUAGES

SPANISH
Mother language.

ENGLISH
Full professional competence.

FRENCH
Basic

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