CURRICULUM VITAE
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LEAD/ SENIOR PRODUCT DESIGNER • UX/UI DESIGNER

SUMMARY

Experienced UX/UI Product Designer with over a decade of freelancing experience working in London and remotely across various industries and scales, from a 3 people startup to big creative agencies, corporate giants and leading brands. For the last 8 years I have specialised in crafting bespoke products for SaaS AI-driven startups in both the B2C and B2B domains, translating project visions and objectives into innovative solutions and delightful user experiences. I thrive in Agile, remote and cross-functional environments where I can shape the direction of a product, make impactful decisions, and take full responsibility for the end-to-end product design process, discovery to delivery. I'm adept at solving intricate design problems while communicating concepts clearly to both technical and non-technical stakeholders.

SKILL SET

- Design Thinking
- User Research and Usability Testing (Optimal Workshop, Maze, Cint)
- UX/UI Design (Figma, Adobe XD, Sketch, Illustrator, Photoshop, InVision, Marvel, Zeplin)
- Data and Competitor Analysis
- Fast Prototyping (Figma, Sketch, InVision, Marvel)
- Remote Collaboration Tools (Slack, Zoom, Linear, Trello, Mural, Miro)

- Design Systems & Brand Guidelines
- Responsive Web Solutions
- Human Interface & Material Design Standards
- Lottie Animations (After Effects)
- Agile Methodologies
- Adobe Suite
- WC3 Accessibility Standards
- SEO
- HTML5, CSS3, JavaScript

SELECTED WORK EXPERIENCE

Jun 2022 - Jul 2023

LEAD PRODUCT DESIGNER - IRIS Audio Technologies

Led design initiatives for IRIS's B2B pivot shaping the entire product ecosystem including: IRIS Clarity desktop app (which uses cutting-edge AI to isolate voices and eliminate noise from both sides of calls), IRIS Clarity Studio online app (which removes all background noise from audio files), customer dashboard, marketing website, and global design system, resulting in cohesive user experiences across all digital products. Collaborated across teams to transform business requirements into detailed user flows, wireframes, responsive UI designs, and motion graphics with After Effects.

Mar 2022 - May 2022

SENIOR EXPERIENCE DESIGNER - Tribal Worldwide London

Executed strategic thought leadership remotely for Volkswagen and Via Outlets. Presented impactful insights to clients using data, enhancing remote collaboration with Visual Designers, Creative Directors, and Strategists, and Technologists.

Feb 2022 - Mar 2022

SERVICE / UX DESIGNER - Mossaic Innovation

Led a short but ambitious project for BT Global at the intersection of service design, research, and product design. Successfully facilitated remote workshops, conducted research interviews, and iteratively delivered the MVP of an executive dashboard for interlock of operations between fractured Product, Sales and Delivery teams within a 3 sprint timeframe, driving improved collaboration and efficiency across teams.

Nov 2021 - Jan 2022

SENIOR PRODUCT DESIGNER - Skedulo

Wireframed, storyboarded, and prototyped a user-friendly app store experience, highlighting the seamless user journey from landing on the homepage to app installation within Skedulo. Additionally, designed and prototyped two user flows for a new job board feature, ensuring consistency and functionality across both the Skedulo app and desktop platform.

Apr 2021 - Jun 2021

USER EXPERIENCE DESIGNER - Inviqa

Led the creation of a design system for c2c, fostering team collaboration for increased efficiency and productivity. Conducted user research for Avanti, validating proposed navigation aligned with business goals and improved SEO through tree testing. Crafted a User Testing Discussion guide for Douglas & Gordon, contributing to more informed product decisions and enhanced user experiences.

Oct 2020 - Jan 2021

LEAD PRODUCT DESIGNER - Cloud Cycle Ltd.

Crafted and validated a cloud-based platform MVP, earning Cloud Cycle a spot in the first round of the HS2 Innovation Accelerator. Researched construction industry to define user needs and problem space, informing product development. Used Figma to design user flows and UI for concrete and construction companies, enabling real-time insights and reducing risk, liability, waste, and CO2 emission.

Apr 2020 - Aug 2020

PRODUCT DESIGNER - IRIS Listen Well

I enhanced the IRIS iOS app through redesigned user flows and new features. I also managed onboarding flows for IRIS Headphones users and implemented a design system to ensure consistent brand experiences.

Oct 2019 - Jan 2020

LEAD UX/UI DESIGNER - Futr.

Revamped Chatamo platform and designed an MVP for a bot creator. Led research, wireframing, UI design, and developed a design system. Mentored a junior designer for effective collaboration and skill development.

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 & Italian.