



PROFESSIONAL PROFILE

I am a **passionate UI/UX designer** with an extensive track record in visually crafting mobile applications, websites, landing pages, and platforms for renowned companies and government entities. My focus revolves around **effective collaboration with multidisciplinary teams**, employing agile methodologies such as AGILE, Cascade, and SCRUM to iteratively and continually enhance products. I possess strong skills in creating and maintaining design systems, as well as in basic front-end design and development for websites and landing pages. My long-term vision includes **leading teams and sharing knowledge** in the educational field, contributing to growth and innovation in the industry.

EXPERIENCE

HEAD OF UI - PRODUCT DESIGNER | OWQLO.COM

NOV 2023 - TODAY MADRID, SPAIN

- Responsible of the UI & UX in the 3.0 visual design OWQLO app & web.
- Design and work in collaboration with a team of developers to create and iterate on UI screens.
- Create prototypes in preparation for user testing.
- Design marketing materials.

HEAD OF UI - DIGITAL DESIGNER / FRONTEND DEV | BARRABÉS.BIZ

AUG 2013 - JUL 2023 MADRID, SPAIN

- Design and visual development of digital products.
- Responsible of the design and development of mobile apps, Websites, Landing pages and Platforms for big companies and goverment groups such as Banco Santander, ICEX, Telefónica, Correos, Ferrovial, Renfe, Iturri, Naturgy, Tectónica, Owqlo, Wakalua, La Nave, Madrid in Motion, Nexple, Ifema, Attitude Academy and more.
- Collaborate with Engineers, PMs and Designers to complete UX/UI requirements and reviews.
- Design and work in collaboration with a team of developers to create and iterate on UI screens.
- Create prototypes in preparation for user testing.
- Design and develop (basic front-end) landing pages and small websites.
- Build proof of concept prototypes and design interactive dashboards based on client needs and requirements.

Highlights projects:

- **Producto Base:** It is a design system that primarily utilizes two technologies, Figma as the creative platform and Wordpress as the development platform. It's based on rules, modules, and components created to streamline, enhance efficiency, effectiveness, and cost-effectiveness in the creation of digital products. With Base Product, we've managed to reduce website production and development time by more than 50%, consequently increasing project profitability and team availability.
- **Nexple:** UX/UI, Prototyping & Front end development of the innovation platform.
- **Attitude Academy:** UX/UI, Prototyping & Front end development of the innovation and education platform by Barrabés.
- **IFEMA:** UI & Prototyping of the Events landings and platform.
- **Sharjah Advanced Industry Accelerator (MENA region):** UX/UI & Front end development of the innovation park.
- **ICEX (España Exportación e Inversiones):** UI - Visual redesign & Front end development of the main web site.
- **OWQLO:** UX/UI & Prototyping of the Sports Operating System.
- **Madrid in Motion 2019:** UX/UI, Prototyping & Front end development of the Website.
- **Open Future\_ Telefónica:** UX/UI, Prototyping & Front end development of the innovation platform.
- **Correos:** UI & Front end development of e-correos landings.
- **Iturri group:** UI of Springer platform.
- **Baskonia-Alaves:** UI of the app and E-commerce.
- **Santander X:** UI of the innovation platform.
- **Boomerang Galuresa:** UI of the user points app.
- **Tectónica:** UX/UI & Prototyping of the architecture platform.

DIGITAL DESIGNER | ICA2 INNOVACIÓN Y TECNOLOGÍA

JAN 2011 - JUL 2013 MADRID, SPAIN

- Design all the digital products of the innovation platform.
- Design marketing materials.
- Design and develop (basic front-end) landing pages and small websites.

PRODUCT DESIGNER | HIPERVINCULO

JUL 2008 - JUL 2013 VALENCIA - MIAMI , VENEZUELA - USA

- Design on and off marketing materials.
- Create and print advertisement billboards.
- Design landing pages and small websites.

GRAPHIC DESIGNER | SQUIZOFRENIA ESTUDIO PUBLICITARIO

MAR 2005 - JUL 2008 VALENCIA, VENEZUELA

- Digital and graphic design of all marketing materials for all kind of industries (on and off marketing materials)
- Create and print advertisement billboards.
- Create website design.

EDUCATION

CURSO DE JAVASCRIPT PARA DESARROLLADORES

Fictizia 2015

MASTER DE DISEÑO Y DESARROLLO DE APLICACIONES MÓVILES

CICE 2012 - 2013

MASTER DE FOTOGRAFÍA PROFESIONAL

EFTI 2011 - 2012

MASTER DE DISEÑO EDITORIAL EN MEDIOS IMPRESOS Y DIGITALES

IED Madrid 2010 - 2011

DISEÑO GRÁFICO

IDV Valencia 2002 - 2005

SKILLS

- |                  |               |
|------------------|---------------|
| • Product Design | • Branding    |
| • UI/UX Design   | • Prototyping |
| • Visual Design  | • FrontEnd    |
| • Design Systems | Develop       |
| • Wireframing    |               |

LANGUAGES

- Spanish
- English

TOOLS

- |            |               |
|------------|---------------|
| • Figma    | • Proto Pie   |
| • Sketch   | • Photoshop   |
| • Zeplin   | • Illustrator |
| • InVision | • InDesign    |
| • Abstract | • Logic Pro   |

HIGHLIGHTS

- Icon Selected in **The iOS APP ICON BOOK** by Michael Flarup - 2022 (ArtistBox)  
[see the project](#)
- **Second Place at the CODESTRONG** Bets app challenge 2012 - San Francisco CA. (Battlesquare)  
[see the video](#)