ISABEL GARCÍA PÉREZ

PRODUCT DIGITAL DESIGNER

www.isabelgarciadesign.com

info@isabelgarciadesign.com

+34 669 607 164

SKILLS

Design tools
Sketch
Adobe Suite
Axure
InVision
Zeplin
Framer

Hands-on
Sketching
Illustration
Photography

Languages
Spanish *Mother Tongue*
Catalan *Fluent*
English *Professional*

Management
Business vision
Scrum / agile
Jira / Github

UX methods
Prototyping
Wireframing
Heuristic Evaluation
Survey Design & Analysis
Personas & Scenarios
Customer Journey
User testing & interviews
Service Design

Design methods
Design Sistems
Material Design
Atomic Design

Programming
HTML *Basic*
CSS *Basic*
JAVASCRIPT *Basic*

RECOGNITIONS

LAUS AWARDS'12 BEST COVER MAGAZINE

EME - Experimental Ilustration, Art & Design http://www.ememagazine.com/

INTEREST

TV series

The sun

Famous cats

Having breakfast in bars

PERSONAL SKILLS

Optimist

Mediator

Problem solver

Empathetic

WORK EXPERIENCE

FEB 2017 PRESENT

METRICFY | BARCELONA
Co-Founder & Chief Product Officer
In charge of the overall customer experience, customer success and product design and strategy.
Finnalist of the "All Startup Barcelona". Participant of the incubation program.

OCT 2016 PRESENT

FREELANCE PRODUCT & UI DESIGNER
Currently working for **talentclue.com** and **b4workapp.com** as a UI freelance designer. Also doing puntual product/app re-design, the last one for **www.spitche.com** & **Addeco empléAte**

JUL 2016 MAY 2017

STARTINGLEGAL.COM | BARCELONA
Product Designer

In charge of the product design, taking care of the platform strategy and roadmap. Involved in managing the functionalities backlog and making prioritisation decisions.

FEB 2013 OCT 2016

EVERIS NNT DATA | BARCELONA
Senior UX | UI & Visual Designer

I was managing and executing experience design projects for several sectors: everis internal applications, banking, insurance, consumer goods, energy, Spanish government and European commission.

JUL 2016 JAN 2017

Barcelona Activa | BARCELONA
Associate professor for 'Lean per a tothom' workshop

Workshop about Lean Methodology applied to a any kind of project or small business.

MAY 2016 MAY 2017

PANDORAHUB.CO | BARCELONA
Part of organisation team · Collaborator

Helping in the definition and organization of several acceleration programs for entrepreneurs and startups in Bali & Spain

2014/2015 2015/2016 COURSES

ESDi School of Design | SABADELL
Associate professor

Associate professor for the 'UI/UX Design' subject of the 'UX/UI DREGREE' and for the 'Gestión de proyectos y metodologías ágiles' of the UI/UX DESIGN MASTER DEGREE. I was in charge of preparing, running the classes and evaluate the students.

DEC 2009 DEC 2012

Public Sector | BENIDORM
Freelance graphic designer

I also worked as a freelance graphic designer, I mainly worked for Benidorm's City Council, running out projects in order to promote different Departments campaigns.

UNIVERSITY EDUCATION

OCT 2010 OCT 2011

POLYTECHNIC UNIVERSITY OF VALENCIA | VALENCIA
Creative design post-graduate

SEP 2008 JUL 2009

SOUTHAMPTON SOLENT UNIVERSITY | UK
Erasmus grant - full year degree

SEP 2004 JUL 2009

POLYTECHNIC UNIVERSITY OF VALENCIA   VALENCIA
B.A. in Fine Arts

HIGHLIGHTED COURSES

OCT 2015 NOV 2015

DOMESTIKA - ONLINE COURSE | ONLINE
Introduction to responsive web dev html & css

FEB 2014 MAR 2014

UC SAN DIEGO | ONLINE
Human Computer Interaction

JAN 2013 APR 2013

COMPLOT CREATIVITY SCHOOL | BARCELONA
Art Direction course

JUN 2011 SEP 2011

ESECAV SCHOOL | ALICANTE
Intensive Program in web design & development