

## EXPERIENCE

JUL 2020 - PRESENT

### Makàra

UX Designer & Explorimentalist  London, UK

I offer my UX expertise and Foresight knowledge to different businesses that need to improve their digital presence.

Consulting

Audit

Audit

JULY 2018 - JUNE 2020

### Totally Money

Senior UX Designer  London, UK

I planned and documented projects. I prototyped, tested hypothesis. I researched and benchmarked experiences and helped built various functionalities and product of Totally Money app and the Credit Report area of the website.

UX strategy

Project management

Testing

Prototyping

UI

JAN 2018

### VCCP

Senior UX Contractor  London, UK

Reviewing the UX for couple of VCCP's clients websites (Healthcare, E commerce).

Wireframing, and making flows.

UX/UI

Audit

## SKILLS

UI/UX

UX Strategy

Test Planning

Auditing

Prototyping

Workshop facilitation

Storytelling

Motion Graphics

Video Production

## TOOLS

Paper + Pencil

Sketch

Notion

Figma

After Effects

Invision

HTML + CSS

## ABOUT ME

I'm a supportive person with a broad variety of skills. I think broad or in detail when is necessary.

I consider creativity the most important aspect a designer can have. I'm curious about technology and the future. I tend to explore topics I'm interested on to find inspiration, or opportunities.

I'm a storytelling enthusiast and music geek that likes to crack some dad jokes, practice natural movement, and reads manga.

APR 2016 - NOV 2017

## Big Radical (Monitise Create)

UX Designer  London, UK

Maserati: We designed the website experience and video content for the Maserati GT campaign.

The AA I lead a project, to revamp The AA mobile app.

Visa: I helped Visa test their value proposition assumptions about two of the products they wanted to release using a similar process to the "Sprint" from Google Ventures.

Website

Mobile App

Redesign

Testing

UX strategy

MAR 2013 - APR 2016

## Method

Interaction Designer  London, UK

I worked with different types of clients (Barclays, Bank of Ireland, Flight Global, Bunge, BBVA, Lush) supporting the teams to create great UX and/or envisioning concepts through storytelling or prototyping.

Website

Demos

Ipad App

Content Strategy

AUG 2012 - JUL 2014

## FabLab Umeå

Co-iniciator  Sliperiet, Umeå, Sweden

I helped open a FabLab in Umeå. I co-built the value proposition, concentrating on the service offering aspects of the FabLab (the house rules, hiring principles, the Fab Charter, equipment listing, planning activities).

Pitch

Business Model Design

Service Design

EDUCATION

## Futures Thinking Specialisation

2020 - Institute for the Future - Coursera

## Interaction Design MA

2009/2012 - Umeå Institute of design - Umeå, Sweden

## Industrial Design

### Introduction

2008/2009 - Umeå Institute of Design- Umeå, Sweden

## Digital Modeling PgD

2005/2006 - Elisava Escola Superior de Disseny - Barcelona, Spain

## Industrial Design

### Engineering BA

2002/2005 - Elisava Escola Superior de Disseny - Barcelona, Spain

LANGUAGES

English - Proficient

Spanish - Native

Catalan - Native

Ndowe - Intermediate

AWARDS AND HONOURS

## Fast & Co innovation by Design & UX Awards

2014 - Method Money - 5 press Features: Wired, Wired Japan, LSN, Global, Design Week and Five that.

## Create 10 Conference Exhibitor

2010 - 4 Benches project - Edimburgh

SEP 2012 - MAR 2013

## Hall St.

Freelance  Barcelona, Spain

I helped redesign their website, working closely with the Hall St. team.

Website

Interaction design

Business Model

MAY 2011 - SEPT 2011

## Designit

Interaction Design intern  Munich, Germany

Helped the team creating animated demos for Haier, and researched, created concepts and VD for Franke Foam Master coffee machine.

UI behaviour animations

Wireframing

UI Design

FEB 2011 - MAY 2011

## Smart Design

Interaction Design intern  SF, USA

We worked for CISCO on the Flip Camera. I supported the team by exploring motion behaviours, wireframing and creating flows.

Personas

UI behaviour animations

Prototyping

Wireframing

SEP 2010 - JAN 2011

## Electrolux

Interaction Design intern  Stockholm, Sweden

I helped them envision different rich screen experiences by creating animations.

Research

Prototyping

UI behaviour animations

OTHER EXPERIENCE

## Tosmasters

2016/2017 - London, UK

## City Academy

### Storytelling Course

Mar/Apr 2016 - London, UK

## Theater of the oppressed

Jul 2012 with Hector Aristizabal-  
Barcelona, Spain

## Sider Conference comitee organizer

Mar 2010 - Umeå, Sweden

MAY 2008 - SEP 2008

## Cadtech Iberica

3D Modelling Consultant  Barcelona, Spain

I helped designing, creating and implementing 3D libraries in different companies. I also taught 3D software to Cadtech Iberica clients.

3D Modelling

Parametric 3D System Design

Teaching

FEB 2007 - MAY 2007

## Cactus Design

Industrial Designer  Barcelona, Spain

I helped design and created a 3D model for a medical surgical tweezers.

3D modelling

Parametric 3D design

Foam Mock Up prototypes

MAY 2006 - MAY 2007

## Nova Corbyn

Industrial Design Engineer  Barcelona, Spain

I engineered plastic part designs for companies like ZARA and SEAT.

3D modelling

Plastic Moulding

Engineering

OTHER EXPERIENCE

## Tosmasters

2016/2017 - London, UK

## City Academy

### Storytelling Course

Mar/Apr 2016 - London, UK

## Theater of the oppressed

Jul 2012 with Hector Aristizabal-  
Barcelona, Spain

## Sider Conference comitee organizer

Mar 2010 - Umeå, Sweden