

EXPERIENCE

Community Fibre

Jul 2023 – Present

UX/UI Designer

London

Owned the design process and collaborated closely on the planning and measurement of A/B testing initiatives aimed at increasing ARPU and checkout completion rates:

- Promoting broadband package upsell at critical steps in the checkout journey, resulting in a 4.5% uplift on packages upgraded
- Redesigned package product cards to support the introduction of premium packages, improving user clarity and increasing engagement

VML | Wunderman Thompson

Jul 2021 – Jul 2023

UX/UI Designer

London

Worked on short and long-term projects for globally recognized brands spanning industries like ecommerce and luxury. Notable projects include:

Specsavers | Collaborated with client's main team in the UK and their international regional teams, to define the digital product roadmap.

- Designed and launched: Frames 'Virtual try-on', Online prescription and Visual acuity checker; in the UK and Netherlands
- Led the structuring of a user-testing and site-auditing program focused entirely on the site's accessibility
- Supported the replatforming of the basket, checkout and account pages by designing, QAing and maintaining the design system

Aston Martin | Led the research for the AM digital ecosystem to define the scope of the brand's web rebranding. Collaborated with the UI team to redesign key pages and templates, including homepage, main navigation, car model pages, and editorial pages

Nova Money

Oct 2020 – Jul 2021

UX/UI Designer

London

As the sole UX/UI designer, led the finance app UI redesign for its relaunch, incorporating features like bills management and budget creation, while refining our understanding of the growing user base.

SKILLS

Design

- WCAG 2.1 accessibility guidelance
- Design system management
- Moderated/unmoderated user testing and scripting
- Hi-fi prototyping

Software

- Figma
- Prototipe
- Illustrator
- Photoshop
- AfterEffects
- Maze (Testing)
- Confluence
- Jira

EDUCATION

Universitat de Barcelona

Master's degree in UX

Oct 2019 – Jun 2020

Barcelona

Savannah College of Art & Design

Bachelor's degree in industrial design

Sep 2014 – Jun 2019

Savannah, U.S