Resume - UX UI Designer in Spain Barcelona

# Resume: UX/UI Designer in Spain Barcelona

## Contact Information

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**Portfolio:** www.mariagonzalezdesign.com

## Professional Summary

A passionate UX/UI Designer with 5+ years of experience in creating user-centered digital experiences. Based in Barcelona, Spain, I specialize in designing intuitive interfaces that align with the unique cultural and market demands of Spain and beyond. My work focuses on bridging functionality and aesthetics to deliver exceptional user experiences for web and mobile applications. Proficient in Figma, Adobe XD, Sketch, and agile methodologies, I thrive in dynamic environments where innovation meets practicality. With a deep understanding of Spanish user behavior and design trends, I aim to contribute to projects that resonate with local audiences while maintaining global standards.

## Skills

* **UX/UI Design:** User research, wireframing, prototyping, usability testing, visual design
* **Tools:** Figma, Adobe XD, Sketch, InVision, Illustrator
* **Web Technologies:** HTML/CSS (basic), JavaScript (intermediate)
* **Cultural Adaptation:** Understanding of Spanish user preferences and design norms
* **Agile & Scrum:** Experience in collaborative sprints and iterative design processes
* **Languages:** Fluent in Spanish (native), English (proficient), Catalan (basic)

## Work Experience

### Lead UX/UI Designer

**Digital Nomads Spain** | Barcelona, Spain | 2021 - Present

* Designed and launched a mobile app for remote workers, improving user engagement by 40% through iterative usability testing.
* Collaborated with cross-functional teams to align design solutions with business goals and user needs in the Spanish market.
* Conducted user research sessions with Spanish-speaking participants to refine personas and user journeys.
* Mentored junior designers in Figma workflows and cultural considerations for designing in Spain.

### Freelance UX Designer

**Self-Employed** | Barcelona, Spain | 2018 - 2021

* Provided UI/UX solutions to startups and SMEs in Catalonia, focusing on local market requirements.
* Developed a multilingual e-commerce platform for a Spanish brand, supporting Spanish, English, and Catalan languages.
* Optimized the user flow for a Barcelona-based fintech company, reducing bounce rates by 30%.
* Created UI kits tailored to the aesthetic preferences of Spanish users, emphasizing clarity and simplicity.
* Presented design proposals in both English and Spanish to clients across Europe.

### Internship: UX Designer

**Azur Design Studio** | Barcelona, Spain | 2016 - 2018

* Assisted in designing a mobile app for local tourism, incorporating feedback from Spanish tourists and residents.
* Learned the importance of cultural nuances in design decisions, such as color symbolism and typography preferences.
* Participated in design sprints focused on solving real-world problems faced by users in Spain.
* Contributed to a website redesign that increased user retention by 18% through improved navigation and visual hierarchy.

## Education

**Bachelor of Arts in Graphic Design**

*University of Barcelona, Spain* | 2013 - 2016

* Courses: User Experience Design, Digital Media, Visual Communication.
* Graduated with honors, focusing on projects that addressed user needs in the Spanish context.

**UX/UI Certification**

*Coursera - University of Michigan* | 2018 - 2019

* Completed courses on UX research, prototyping, and design thinking.
* Gained insights into global design practices while applying them to local scenarios in Spain.

## Projects & Portfolio

### Barcelona Tourism App

*Description:* A mobile application designed to enhance the tourist experience in Barcelona. Focused on intuitive navigation and culturally relevant content.

*Role:* Lead UX/UI Designer

### Eco-Shop Online Platform

*Description:* A sustainable e-commerce platform targeting Spanish consumers. Emphasized eco-friendly design and user accessibility.

*Role:* UI Designer and User Researcher

### Catalan Language Learning App

*Description:* An interactive app to help users learn Catalan. Integrated gamification elements tailored for Spanish-speaking audiences.

*Role:* UX Designer

## Certifications & Languages

* **Certified UX Designer (UX Design Institute)** | 2019
* **Adobe XD Certification** | 2017
* **Spanish (Catalan) Language Proficiency:** C1 level in Spanish, B2 in Catalan.

## References

Available upon request. Previous employers and clients in Spain Barcelona are happy to provide references.

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