

Profile

- Interaction Designer** I have experience developing services and products with a strong commitment to the understanding of user needs through research while attending business goals.
- Professional goal** Master all the skills needed in order to deliver products and services that improve people's lives to any extent.

Key skills

- Languages** *Spanish* Native speaker, fluent *English* and intermediate *French*, starting *Japanese*.
- Software Proficiency** PC y Mac | Adobe Fireworks, Illustrator, InDesign, Photoshop and Omnigraffle.
- Coding Skills** XHTML and basic CSS Front and backend specifications knowledge.
- Project Skills** Proposal design, Budgeting, Debriefing, Planning, Resource gathering, Research, Personas & Scenarios, Concept Development, Wireframing, Prototyping, User Testing, Iterative & Agile Design along development.
- Interests** Typography, Consumerism, Data Visualizations, Research Methodos, Information Overload, Recommendation Systems and Infography.

Work Experience

- 2010 - Today **Interaction and Service Designer, dnx | Designit Madrid, SP**
Project owner on Interaction Design from Proposal to Implementation, h2i institute Service Design teaching
- 2008 - 2009 **Interaction Designer, Quiet Riots, UK**
Worked on personas, user journeys & information architecture and interaction design.
- 2007 - 2008 **Designer for Business Development, Last.fm, UK**
Worked across partners, business and development teams in order to develop projects that meet business goals while keeping a clear sense of the product integrity by taking care of the user experience to the maximum detail.
- 2005-Today **Designer & Art Direction, Maya sin Fronteras Magazine, MX**
In charge of graphic design, layout and in-budget production of a monthly printed issue.
- 2003-2004 **Design Intern, Neo2 Magazine, SP.**
Assisted the art director on illustration, font design & graphic production.

Education

- 2009 - Today **Máster Research Methodologies**, Universidad Complutense de Madrid
Course focused on the theory and practice of quantitative and qualitative research methodologies for social sciences.
- 2006- 2007 **MA Interactive Media**, London College of Communication
A course focused on the fundamental principles of interactivity; effective research, usability and the practicalities of creating while working in teams. It surveyed new product development processes, covering design and prototyping methodologies.
- 2001-2006 **BA Information Design**, Universidad de las Americas Puebla
Course dedicated to develop new design processes and methodologies focused on user needs within the course there was one year exchange program with an internship.

Development

- Aug 2011 **Service Design Summer Course**, Central Saint Martins
- May 2009 **UX Intensive Berlin, Adaptive Path**, Information Architecture and Interaction D.
- Nov 2007 **Visualizar, Medialab Prado**, Conferencist about Information for Ethical Consumers
- 2006 **Printing Specifications**, 3 months bolt-on, London College of Communication