

Paloma Villanueva

UX Visual Designer

www.designeratdeep.com

I was very young when I was born in Madrid, since then, I spent the last years, figuring out how this world works, and I traveled through Europe and Asia, learning from human nature. I am hardcore reader, fashion nerd, Wes Anderson fan, and allergic to everything. Honest and independent.

Contributions:

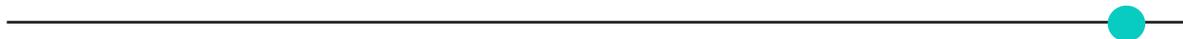
- Long-term improvement of products
- Providing solutions to customer's real needs
- Applying complete processes in UX

Technology

Platforms/Software:



Visual Design



IxD



UX Researcher



Analytics



Freelance

Freelance
August 2015 - Today

UX consultant/UI Designer- Freelancer

- Working with SketchAPP, Principle, Axure RP and Adobe XD.
- Management and direct communication with the client: Kick-off, planning, management and closing of projects.
- Innovative aesthetic and adapted to the latest design trends.
- Design capacity adapted to the accessibility criteria A, AA, AAA.
- IxD improved with motion and small video animations.
- Highly iterative, from early design concepts through to final design.
- Familiar with user and usability testing methodologies.
- Implementation of design projects based on Agile:
 - . Benchmarking
 - . Briefing application
 - . Information architecture
 - . Navigation flows
 - . Wireframes elaboration
 - . Visual design concepts and high-fidelity prototypes
 - . Documentation End of the project.

Graphic Designer

whisbi.com
Calabria 169,
08015 Barcelona
April 2013 - July 2015

Whisbi

Whisbi enables businesses to convert existing web traffic into customers, humanizing online sales channel, by offering customers real people in real time, by video agent-assisted technology.

- Web Design
- Video Edition
- Motion Graphics: After Effects, Premiere
- UX

Graphic Designer

machinas.com
Portal Del Ángel 24 -
08002Barcelona
September 2011 - April 2013

Machinas Studio BCN

Machinas is a graphic multimedia agency with more than 10 years of experience on e-commerce. We work in the fashion market for luxury brands such us Hugo BOSS, ESPRIT, and ESCADA.

- Web design, e-commerce and mobile.
- Product Layouts for newsletters.
- Developing and managing fashion web design, analyzing the results, image research and overseeing production and process for all collateral pieces.
- Extreme attention to detail.

Education

La Salle - Universidad Ramón Llull

Barcelona, España
Oct 2016 - Jun 2017

Master on User Experience and web accessibility.

Universidad Rey Juan Carlos I

Madrid, España
Sep 2003 - Jun 2008

Degree on Audiovisual Communication. Cinema, television and radio.