

I'm Ignacio a UX Designer with **2 years of international experience** based in Dublin. I've designed websites and apps for different industries such as banking and startups.

## Experience → **UX/Web Designer** Sep'20 - Current

### Freelance, Malaga-Dublin

I research and design the experience, strategy and user interface for apps and websites for international clients, specially startups and consultants.

1. Front-end development (Webflow-HTML)
2. Research - user & stakeholder interviews
3. Usability testing
4. Wireframing & Prototyping
5. Communication with product owner

## **UX Designer** Jan '20 - Aug '20

### Demium Startups, Malaga

I worked with a design team helping startups in incubation in the design process of their product strategy and UI/UX.

1. Lean UX (Short term Deadlines fulfillment)
2. Strong focus on ideation and innovation
3. Design thinking workshops
4. Design of design systems

## **Motion & Visual Designer** Jul '19 - Dec '19

### Yellow Bricks, Malaga

I worked with a design team animating and designing motion graphics for the scoreboards of First Division soccer Spanish teams and for Street marquees

1. Interaction and motion design
2. Tight Deadlines fulfillment
3. Postproduction and video editing

---

## Education → **UX Design Bootcamp** Sep'20 - Jun'21

### Interaction Design Foundation

2 UX Projects, HCI, Design Thinking, Research methods, UI Design patterns

- Education** → **Digital Marketing Course** Oct'20 - Dec'21  
London Business School, London  
Conversion centered design, E-commerce layout, B2B Marketing, PPC Campaigning, SM Campaigning, SEO,
- Visual Design Master's** Oct'19 - Jul'20  
Animum Creativity School, Malaga  
Web Design, Editorial Design, Art Direction, Branding
- Motion Design Master's** Oct'18 - Jul'19  
School Training, Malaga  
Motion Graphics, Interaction design, Video editing, Story telling, Video-audio postproduction
- 

- Certificates** → **CI Advanced**  
Cambridge University
- Design Thinking**  
Interaction Design foundation
- Research Methods**  
Interaction Design foundation
- E-Commerce**  
Google
- 

- Tools** → **Design and prototyping**  
Adobe (XD, AE, ID, AI, PS), Figma, Invision, Webflow...
- Analysis**  
Hotjat, Google Analytics, HubSpot, VWO...
- 

- Portfolio** → [ignacioherraiz.com](http://ignacioherraiz.com)