



Isabel Martín

UX/UI Designer - Webflow Developer

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[LINKEDIN](#)

[PORFOLIO](#)

Education

SEO - Search Engine Optimization

Sep 2024 — Nov 2024, Course

CODERHOUSE

Interactive Digital Development Design [iD3],

Web design, UX/UI, Marketing & Front-end development

Sep 2020 — Jun 2021, Postgraduate degree

Escuela Superior de Arte y Tecnología. ESAT (Valencia)

Design and Editorial Production. AAGC

Sep 2015 — Jun 2017, Higher Level Training Cycle

Ciudad del Aprendiz. CIPFP (Valencia)

Design Engineering and Product Development

Sep 2011 — Jun 2015, Degree

Universitat Politècnica de València. UPV (Valencia)

Skills

Design

Mockups, wireframing and prototypes, design system, responsive, pixel perfect, branding, graphic design, editorial production.

Research

Usability testing, information architecture, technical SEO, user flow, user interviews, survey design and research planning.

Soft

Collaboration and teamwork, user-centered, critical thinking, independence, attention to detail.

Languages

Spanish

Mother tongue

Valencian

C1 Level. JQCV

English

B2 Level. FCE - Cambridge

Experience

UX/UI Designer, Branding, Web Design & Development

Feb 2022 — Jul 2024, Uelz

Comprehensive design and development of the website in collaboration with the marketing and design teams. Creation of low and high-fidelity wireframes using Figma and development in Webflow. Definition of the information hierarchy, creation of web templates to empower the marketing department's autonomy, and componentization of the design system.

Development and application of branding as the company grows and evolves, both in the digital and print domains: merchandising, printed materials for exhibitions, stand construction, etc.

Ideation and execution of research plans (UX research) for various design areas, including product and web design. Conducting user interviews, surveys, and result analysis.

Technical SEO optimization of the website to enhance its performance and search engine ranking.

UX/UI Designer, Branding & Web Design

Sep 2021 — Feb 2022 / Sesame HR

Design and maintenance of the website using Adobe XD, including the design of new sections and the development of new structures within it.

Creation of graphic assets on demand, as well as product guide documents, user calendars, and similar materials.

Application of the existing corporate identity by adhering to the criteria and specifications outlined in the brand manual, while also creating new assets in alignment with the same compositional style.

Graphic Designer & Prepress Technique

Oct 2019 — Oct 2020 / Sagunto Town Hall

Graphic development on demand, focusing on posters and printed materials for cultural events, as well as quarterly schedules and informational flyers.

Creation of graphic identities for various events, including illustrations, information layout, and hierarchy design. Preparation of print-ready files.

Graphic Designer

2018 — 2019 / Freelance

Development of projects across various areas, including image retouching, creation and editing of product catalogues, corporate illustrations, and the application of the graphic identity.