

Santos Ortega

Experienced **UX/UI Designer** with **over 3 years of expertise**, specifically in **Start-ups and Scale-ups**.

Proficient in user centred design, establishing **project foundations**, conducting **research, usability testing**, creating **visual design guidelines, design systems** and generating **insights**.

I'm **naturally curious** and love taking on **challenges**, always **eager to learn** and use creative **problem-solving** to find **logical solutions**.

+351910404525 santos-ortega@hotmail.com



[Access portfolio](#)

[Linkedin](#)

Work experience

Lead UX/UI Designer in Puulga

Puulga is a **dynamic start-up** dedicated to **empowering** small entrepreneurs, where I **lead the design process** from inception to implementation.



PUULGA

Designed the **mobile app** based on **market and user research**, and collaborating with devs. **Successfully tested and validated the app's functionality** within Mexican communities. Getting over **90% Monthly user base growth in 2023**.

Drove innovation through **research, analysis, wireframing and prototyping**, ensuring alignment with **stakeholders** and built an efficient **design system**, ensuring **consistency** and scalability in **UI designs** and **Interaction Design**.

Supervised and executed all aspects of **visual identity**, including **app design (Android & iOS)**, social media accounts and content for **investors**, ensuring consistency.

November 2020 - Now (Part-Time)

Web & CAD Designer in Design Emporium

Design Emporium is an **Interior Design company** from Dublin, specializing in design and supply services of **flooring & sanitary ware**.



Created interior design solutions for clients, utilizing **CAD designs** and realistic **renders** to bring their visions to life. Additionally, I **dealt with clients and suppliers**, ensuring timely and accurate delivery of materials.

Also **redesigned Design Emporium's website**. This aimed to **optimize the sales process**, gathering all the project specifications and documentation beforehand, required to provide a better service.

Revamped the sales process by leveraging the **website as a tool**, reducing friction points and enhancing efficiency in client-seller interactions. This approach contributed to **improved business performance** and enhanced customer satisfaction.

May 2023 - April 2024 (Full-Time)

UX/UI Designer in Mutualart

Mutualart is a **global company** with **over 1 million daily users** which provides **art market data** for auction houses and art lovers.



I collaborated closely with the **PM and Devs**, following **agile methodologies** to continuously enhance the product's **performance and UX** by **optimizing, redesigning and upgrading** existing pages according to **KPI Insights**, resulting in improved **usability, accessibility, and increased profitability**.

Led the creation of Mutualart's **Design System**, which not only facilitated **effective cross-team communication** but also improved **accessibility ratings**. Cleaned and organized the UI to guarantee **consistency** across all features.

Designed and launched **two major new products**: "Unsold Artworks" and "Consignment," from **ideation to implementation**, aligning with **business objectives**.

November 2022 - April 2023 (Full-Time)

UX/UI Designer in Voolta

Voolta is a **B2B business** aimed at **simplifying IT procurement**.



Led the design of the **app's foundations for desktop and mobile interfaces**, collaborating closely with **engineers and company leaders** to drive the development of Voolta's **web app**, with a strong focus on **usability**. Crafted a **design system** and contributed to shaping the **app's architecture**, enhancing the **user flow**.

Oversaw and executed all aspects of **visual identity**, the website, social media accounts, content for investors, and educational videos, ensuring a **cohesive and compelling brand presence**.

Demonstrated **adaptability** and **effective communication skills**, collaborating with individuals worldwide, both **remote and in-person**.

January 2022 - September 2022 (Full-Time)

Industrial Designer in Rhino 4x4

Rhino 4x4 is a leading **global manufacturer of heavy-duty & off-road vehicle equipment**.



Focused on **ideation, drawing, 3D modeling and rendering**, ensuring the **feasibility of production** for **metal sheet-based products**.

Drove **innovation in the design line**, resulting in the creation of the **best-selling product of 2021** and the establishment of a **distinctive visual identity that carries through to new projects**.

Introduced manufacturing methods that not only **lowered production costs** but also **reduced production time** per piece by **25%**.

September 2020 - October 2021 (Full-Time)

Education & Languages

University of Architecture and Design

Bachelor's degree of Industrial Design - UNC

2016-2020

Languages

Spanish (Native)

English (C1 CEFR)

Portuguese (Good)

Tools



Figma



Photoshop



Illustrator



After Effects



Premiere



Framer



Solidworks



Keyshot

Courses and Certifications

Google

UX Design Certificate

2019

Coderhouse

Advanced UX Course

2021


IELTS English Exam

Band 7.5 (C1 CEFR)

2021

Access portfolio 

Linkedin 

 +351910404525

 santos-ortega@hotmail.com