

YOLANDA VERA SALMERÓN

PRODUCT & UX/UI DESIGNER

CONTACT INFORMATION

 byyolivera@gmail.com

 644 25 87 24

 Date of birth: 11 December 2002

 Availability: On-site, Hybrid, Remote

PROFILE

Product and UX/UI designer specialising in research, localisation and cross-cultural solutions, with a sector focus on beauty. My research compares design conventions between East Asian (South Korea) and Western digital products, particularly in beauty e-commerce.

International experience at Ajou University (South Korea) and on a master 's-level programme focused on UX/UI, product design and strategy at UPV. I combine creativity and analytical thinking with advanced technical knowledge in research and programming to build user-centred products.

EDUCATION

Master's Degree in Big Data, Data Science and Artificial Intelligence | In progress

Universidad Complutense de Madrid | Online, Spain

Specialisation in the analysis and management of large data volumes and in artificial intelligence.

Expert Diploma in Interface Design | 2025 – 2026

Universidad Politécnica de Valencia | Spain

Specialisation in user experience and digital interfaces, product design and brand strategy.

Bachelor's Degree in Design and Creative Technologies | 2021 – 2026

Universidad Politécnica de Valencia | Spain

Specialisation in user experience and digital interfaces, product design and brand strategy.

International Exchange Programme | 2024 - 2025

Ajou University | Suwon, South Korea

International academic experience in technological innovation and design, focused on business, creative coding and marketing.

Social Sciences High School | 2018 - 2020

IES el Bohío | Spain

Graduated with distinction (Crédito de honor).

HARD SKILLS

UX/UI Design

- **User research:** interviews, surveys, ethnographic analysis, UX methodologies
- **Information architecture:** card sorting, sitemaps, user flows
- **Wireframing and prototyping:** Figma, Adobe XD, Sketch
- **Usability testing:** A/B testing, moderated and unmoderated testing
- **Design systems:** building and maintaining scalable design systems

Design Tools

- **Specialised software:** Figma (advanced), Adobe Creative Suite, Canva
- **Collaboration:** Miro, Notion, Slack

Digital Marketing and Communication

- **Social media management:** Instagram, TikTok, LinkedIn
- **Analytics tools:** Google Analytics, Facebook Insights

Programming

- **Engines:** Unity
- **Languages:** C#, CSS, HTML, Java Script
- **3D:** Blender
- **Frameworks and collaboration:** AR Foundation, Github

IA

ChatGpt, Claude, DALL-E, Midjourney

SOFT SKILLS

Communication

- **Project pitch:** able to communicate complex ideas clearly
- **Cross-functional collaboration:** effective work with developers
- **Workshops:** running design thinking and co-creation sessions

Strategic Thinking

- **Problem solving:** analytical and creative approach to complex challenges
- **Critical thinking:** evaluation of solutions and informed decision-making
- **Adaptability:** flexibility in the face of changing requirements and new technologies

Leadership and Management

- **Project management:** agile methodologies, Scrum, Kanban
- **Time management:** prioritisation and consistent delivery to deadlines
- **Growth mindset:** continuous learning and ongoing improvement

Emotional Intelligence

- **Empathy/user-centred:** deep understanding of user needs and frustrations
- **Teamwork:** collaboration in multicultural environments
- **Resilience:** able to handle feedback and iterate solutions

LANGUAGES

Spanish: native

English: intermediate to advanced (B2-C1)

Korean: intermediate

ADDITIONAL TRAINING

- **Advanced Digital Marketing** - Google Digital Garage