

VIVIANA SAN MIGUEL

PRODUCT DESIGNER

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Portfolio: <https://viviproductdesigner.com>

ABOUT ME

I'm a driven designer with a deep passion for learning. Right now I'm interested on artificial intelligence, inspired by its potential to revolutionize how we create and solve problems.

I thrive on crafting solutions that blend practicality with striking visuals, fueled by a relentless curiosity to learn, innovate, and tackle challenges with enthusiasm. I'm convinced the future lies in digital innovation, and with determination and confidence, no goal is out of reach.

My aim is to grow as a designer by mastering cutting-edge technologies like AI, with a vision to lead design teams and shape projects that merge creativity with meaningful social impact.

EDUCATION

AI FOR DESIGN

Present / Self-taught

MARKETING & DIGITAL COMMUNICATION

2022-2023 / IMF Smart Education

PROJECT MANAGEMENT

2020-2022 /

Univesity Camilo Jose Cela

UX/UI DESIGN

2019 / Ironhack

SCIENCE & TECHNOLOGY OF FOOD INDUSTRY

2014-2018 /

University Complutense of Madrid

VISA

Full working rights

EXPERIENCE

FREELANCE PRODUCT DESIGNER

Self-Employed / 2022 - Present

With two years of freelance experience, I've worked on diverse projects -ranging from small business websites to mobile apps- sharpening my ability to adapt quickly, communicate clearly, and solve problems creatively. My focus is on designing web and mobile experiences that put users first, meaning I dig into what people need and craft solutions that are both functional and visually engaging. I thrive on collaborating with clients and teams to turn their ideas into reality.

- What I did:

- **User Research & Planning:** Interviewed users and mapped out their experiences (think of this as drawing a customer's journey) to understand pain points and design solutions that work for them.
- **Design Creation:** Built detailed, interactive mockups (like digital blueprints) using tools like Figma, ensuring designs are easy to use and look great.
- **Teamwork & Delivery:** Partnered with developers and other teammates to blend my designs into the final product, keeping projects on track and exceeding client goals.

- **Key Win:** Successfully redesigned an e-commerce website from scratch, boosting user engagement by 30% -resulting in higher retention and interaction rates- while earning consistent praise for creative, efficient work.

Skills & Tools: User-centered design, high-fidelity prototyping, creative problem-solving, Figma, collaboration, project management.

UX/UI DESIGNER

Ferrovial Services / 2021 - 2022

Ferrovial Services is a global company that manages infrastructure—like roads, airports, and energy systems—and delivers innovative solutions for cities and businesses worldwide. In this role, I was the first to shape their product design strategy, setting the tone for how digital tools and apps would look and feel. It was a chance to assume various roles—researching, designing, and testing—while tackling high-impact projects that demanded responsibility and precision.

- What I did:

- **Led Design from Start to Finish:** Ran the full process—researching what users need, sketching ideas (wireframes), building clickable prototypes, and polishing final designs for web and mobile tools. Used Figma, Sketch, Adobe Illustrator and similar tools to bring it all together.
- **User Testing & Insights:** Conducted interviews, usability tests (watching people try designs), and A/B tests (comparing two versions to see what works better) to turn complex needs into simple, appealing solutions.
- **Visual & Interaction Design:** Crafted the look (UI) and flow (UX) of digital products, making them intuitive—like ensuring a button's placement feels natural to click.

- **How I progressed:** Working across different UX roles here taught me to balance creativity with practicality, delivering designs that solved real-world problems for a global company with short timelines where I had to deliver ahead of schedule.

Skills & Tools: UX research, UI design, interaction design, wireframing, prototyping, usability testing, Figma, Sketch, InVision, Adobe Illustrator, strategic thinking.

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LANGUAGES

Spanish: Native

English: Fluent

French: Level A2

Italian: Level A2

INTERESTS

HOBBIES

- Metaverse
- AI
- Investment
- Design
- Learn languages
- Travel
- Sports
- Cultures
- Social Media

SKILLS

UX RESEARCH / INFORMATION ARCHITECTURE

Design Thinking | Agile | Interviews | Surveys | Blueprint | Competitive Analysis | Storyboards | User Personas | Empathy Map | User Journey | User Scenario | Affinity Diagram | Mind Map | Site Map | Card Sorting | User flow | Crazy Eights

UI / PROTOTYPING

Wireframing | Low Fidelity | Mid Fidelity | High Fidelity | Testing

PROJECT MANAGEMENT

Agile methodology | Communication | Teamwork

WEB DESIGN / CODE

E-commerce | Landing Pages | Responsive Design | Visual Studio Code

EXPERTISE

TECHNICAL

Sketch | Figma | Trello | Framer | Microsoft Office | Jira | HTML5

LEARNING

Illustrator | Photoshop | InVision

VOLUNTEER

"GRANDES AMIGOS" GREAT FRIENDS

2021-2022

Great experience based on take care of third age people who feel alone. You can be their friend listen and talking about their experiences, life or whatever makes them happy, accompanying them and sharing beautiful memories.

<https://grandesamigos.org>