

ELSA MIRA ALABREDA

UX/UI Designer & Graphic Designer

elsamira96@gmail.com | +34 663 34 86 92

Behance Profile: www.behance.net/elsamiraal

LinkedIn Profile: www.linkedin.com/in/elsamira/

ABOUT ME

UX/UI Designer and Graphic Designer with 3+ years of experience specializing in visual identities, logos, and editorial design.

Recently trained in user-centered design after completing a specialized UX/UI bootcamp.

Combines creativity, technical skills, and strategic thinking to develop functional and engaging solutions that align with user needs.

SKILLS

- Figma
- Octopus
- Miro
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro

EDUCATION

BOOTCAMP UX/UI DESIGNER | Sept – Nov 2024 Upgrade (Madrid)

- **Introduction to design:** Design Thinking, Double Diamond Model.
- **UX Research:** Use of quantitative and qualitative research tools, with data analysis to extract relevant user insights.
- **Ideation and conceptualization:** Value Proposition Canvas, User Personas and Business Model Canvas
- **Information architecture**
- **Interaction Design:** Development of low-fidelity and high-fidelity wireframes
- **UI & Visual Design:** Application of visual design fundamentals in attractive and functional interfaces

GRAPHIC DESIGN | 2020 – 2022

Municipal Art School Arsenal (Barcelona)

- Representation and visual expression formations
- Graphic and typographic resources
- Image theory
- Photography
- Audiovisual language and technology
- Narrative guide and structure
- History of the audiovisual image

UNIVERSITY DEGREE IN TOURISM | 2014 – 2019

Euroaula University School of Tourism (Barcelona)

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ADDITIONAL TRAINING

- **UX: design with the user experience**
by Barcelona Activa, 2024
- **Information architecture: ensuring a good user experience**
by Barcelona Activa, 2024
- **UX UI Design Intensive Course - From Research to Implementation in Figma**
by Nuclio Digital School
- **Introduction to Adobe Photoshop**
de Domestika, 2024
- **Adobe InDesign for beginners**
by Domestika, 2024

LANGUAGES

- Catalan - Native
- Spanish - Native
- English - B2

WORK EXPERIENCE

UX UI DESIGNER | Sept - Nov 2024

Upgrade (Madrid)

Featured projects:

- **Verifai:** Creation of the app to detect and combat fake news through Artificial Intelligence.
- **Fynn:** Creation of a fintech app focused on young people with little financial education to help them save money

DISEÑADORA GRÁFICA | 2022 - Actualidad

Freelance

Specialized in:

- Visual identity, logos and editorial design

GRAPHIC DESIGN INTERNSHIP | Mar - May 2022

Bulgarian Film Institute & Kadar Media (Bulgaria)

Internship in two companies of the audiovisual sector in Sofia, Bulgaria.

- **Bulgarian Film Institute:**
 - Creation of visual identity, logo animation, corporate presentations, video editing.
- **Kadar Media:**
 - Video editing

VOLUNTEERING

- Rhythmic gymnastics coach (2012 - 2022)
- Leisure time instructor (Summers from 2012 - 2017)