

VIVIANA SAN MIGUEL

UX/UI DESIGNER

Nº: +61 450505492

in: vivianasanimigueltapia

@: vivi.productdesigner@gmail.com

Portfolio: <https://viviproductdesigner.com>

ABOUT ME

I'm passionate about designing solutions that are both practical and visually striking, always keen to learn, innovate, and take on new challenges with a positive, can-do attitude.

I believe the future is digital, and with persistence and self-belief, any goal is achievable.

I aim to continue growing as a designer by embracing new technologies and methodologies, with a long-term aspiration to lead design teams and contribute to impactful projects that combine creativity with social responsibility.

EDUCATION

2022-2023

MARKETING & DIGITAL COMMUNICATION

IMF Smart Education
College Expert

2020- 2022

PROJECT MANAGEMENT

IMF Smart Education
Postgraduate

2019

UX/UI DESIGN

Ironhack
Master

2014-2018

SCIENCE & TECHNOLOGY OF FOOD INDUSTRY

University Complutense of Madrid
College career

EXPERIENCE

2022-2024

PRODUCT UX/UI DESIGNER | FREELANCE

With two years of experience working on a variety of projects that have taught me the importance of adaptability, clear communication, and creative problem-solving. I specialize in delivering user-centered designs for web and mobile applications, and enjoy collaborating with clients and teams to bring ideas to life.

- User-Centered Design: Conducted user research and journey mapping to create functional, visually appealing designs. Skilled in high-fidelity prototyping using tools like Figma.
- Collaboration and Delivery: Collaborated with cross-functional teams to seamlessly integrate design elements, ensuring that projects were completed on time and exceeded client expectations.
- Impactful Solutions: Redesigned an e-commerce platform, resulting in a 30% increase in user engagement and consistently receiving positive feedback from clients for creative solutions and efficient project management.

2020-2021

UX/UI DESIGNER | FERROVIAL

Pioneered product design at Ferrovial Services, establishing the design vision and strategy, and defining the company's product design approach. Thanks to this position I have been able to learn from different positions of UX and work on projects of great responsibility. Functions:

- Led UX research, UI design, visual design, and interaction design, developing user flows, wireframes, prototypes, and high-fidelity designs for web and mobile platforms.
- Conducted user research, usability testing, and A/B testing, translating complex user needs into intuitive and visually appealing designs.

2019

UX/UI DESIGNER | IRONHACK

During my studies at Ironhack, I engaged in projects that enhanced my UX/UI design skills: developing a local e-commerce platform to improve user-business interactions, creating social impact apps with a user-centered approach, and building responsive websites using HTML5 and CSS3.

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LANGUAGES

Spanish: Native

English: Fluent

French: Level A2

Italian: Level A2

VISA RIGHTS

Full work rights. Partner Visa

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

2021-2022

"GRANDES AMIGOS" GREAT FRIENDS

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>