

Andrea Algarra Medina

Product Designer (UX/UI) | Web Design | Graphic Design | Marketing

Contact

andreaalgarra.framer.website linkedin.com/in/andrea-algarra-medina/ andreaalgarra26@gmail.com

Professional Summary

Product designer with 3.5+ years of experience in UX/UI and interactive digital products. Focused on creating user-centered experiences that support strategic goals and business growth.

Professional Experience

Lernin Games SL June 2023 – September 2026

Product Designer (UX/UI), Graphic Designer & Marketing

Worked across digital product design, graphic design, marketing, web design, game design, illustration and animation in an EdTech startup. Developed visual and audiovisual assets for Kokoro Kids, an educational mobile game for children.

- Designed web pages for Apolo Kids, including landing pages for promotional campaigns.
- Produced graphic and audiovisual content for marketing campaigns.
- Designed CRM communications, including emails, push notifications and in-app messages; developed messaging strategies, designed visuals and scheduled digital marketing campaigns.
- Designed UX and UI for digital products targeting children. Proposed app features and functionality.
- Analyzed user behavior metrics within games to optimize the user experience.
- Created vector-style 2D assets in Adobe Photoshop, following Kokoro Kids' visual identity.
- Designed video games and developed the Game Design Document (GDD).
- Animated 2D characters and environments using Spine 2D.
- Conducted quality assurance (QA) for games and mobile applications.

Nondum Paracelsus GmbH - Freelance October 2024 – December 2024

Visual Designer - Branding and brand identity

Contributed to the rebranding of Nondum Paracelsus GmbH, developing the new visual identity. Experience in visual design, brand identity, graphic design, and art direction.

Servipoli (UPV) January 2023 – June 2023

Web Designer (UX/UI) – Doctoral School, Polytechnic University of Valencia (UPV)

Responsible for redesigning the Doctoral School website, which manages academic and administrative tasks for doctoral studies at UPV.

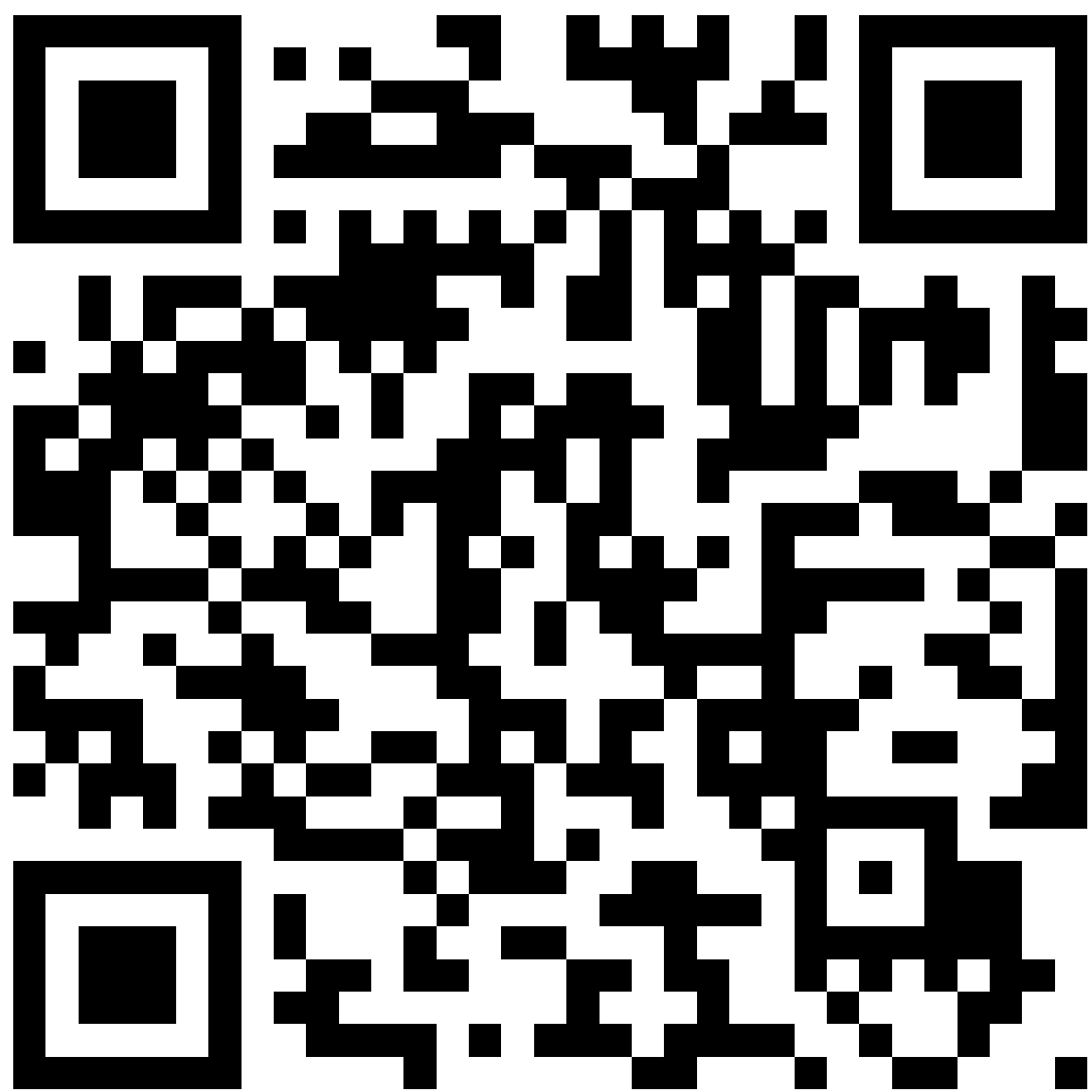
- Redesigned the Doctoral School's digital experience.
- Defined information architecture and navigation flows.
- Designed wireframes and prototypes to improve content discoverability.
- Applied accessibility and user experience criteria.
- Collaborated with stakeholders to define product needs and requirements.

Capgemini - Internship June 2022 – October 2022

DCX Unity 3D Artist & Developer

Contributed to a metaverse project within Digital Customer Experience (DCX), creating immersive virtual reality (VR) environments in a multinational company.

- Modeled and animated 3D resources using Blender and Mixamo.
- Implemented 3D assets in Unity and contributed to coding.



Education

Universitat Oberta de Catalunya (UOC)

Sep 2024 - Present

Master’s Degree in Interaction and User Experience Design (UX)

- User Metrics and Behavior: 9.2/10
- User Requirements: Research and Analysis: 9.2/10
- Usability Evaluation: 9.3/10

Specialization in Design Systems

Universidad Politécnica de Valencia (UPV)

Sep 2019 - Jun 2023

Bachelor’s Degree in Design and Creative Technologies

- Advertising Production Projects: With Honors
- Interactive Communication Projects: 9.80/10
- Illustration, Languages and Techniques: 9.20/10
- Video Game Development: 9.20/10

Languages

Spanish

Native

Catalan / Valencian

Native with C1 certification from Junta Qualificadora de Coneixements del Valencià

English

C1 (CEFR)

Skills

- User experience (UX) and user interface (UI) design
- Web design and accessibility
- Graphic design
- Marketing

Tools & Technologies

- **Product Design:**
 - Adobe Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Animate, Audition)
 - Figma, FigJam, and Miro
 - Canva and CapCut
 - Blender
- UX research methodologies (surveys, interviews, usability testing)
- Quantitative and qualitative data analysis (UXtweak, Metabase, Google Analytics 4)
- Web:
 - WordPress (Divi and Elementor builders)
 - Code (HTML, CSS, JavaScript)
 - AI (Cursor, Codex, Claude)
- Marketing:
 - Brevo (email marketing)
 - Firebase (push notifications and in-app messaging)
- Office Software:
 - Teams, Excel, Word, Slides (PowerPoint), Slack
- Other:
 - Category C driving licence

