



ANA FRAILE
Product Designer

Discover my cv

about me

Multipotentiale, Outside-the-box thinker. Who loves design, small islands and kiting.

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Experience

Icarus
Product Designer
2024-Currently 🇪🇸
Spain
Real State

Product Designer at Icarus. A UX agency specialized in Real State and intern app, as well as the appraiser sector.

Patrianna
Product Designer
2024 🇺🇸 USA
Casino

Complete ownership over the design process, which includes wireframing, design, prototyping, and testing for US market.

Betvictor
Product Designer
2020-2024 🇬🇧/🇺🇸
Gaming & Casino

My role went through the entire Design Thinking process, starting from the Empathize stage where I gathered insights and understood user needs, to the delivery and continuous improvement of UX/UI designs.

My expertise includes

- Ability to communicate complex ideas & Conducting workshops to foster a deeper understanding of user needs and pain points
- Performing UX audits to identify areas for improvement and provide actionable recommendations
- Developing tailored UX strategies to meet business goals and objectives
- Improving communication between departments and stakeholders to ensure a seamless user experience

The Power MBA
Product Designer
2019-2020 🇪🇸/🇺🇸
Education & Business

Start up. When I joined I started the UX/UI Department.

- Good base of UX/UI-Collaborating with all departments to improve UX/UI following the Business Strategy
- Launch of US version and Improvement of Spanish Version Succes : Conversion Rate Over visitors was 20% after UX/UI improvementsd stakeholders to ensure a seamless user experience

Education

All	
Design Systems Certificate	2024
UX/UI Master Degree	2019
Advertising & PR	2006

Skills:

All

Design Leadership • Presentation Skills
Oral Communication Teamwork • Responsive Web • Design Interaction
Design Wireframing • Design Strategy
Easily Adaptable • Rapid Learning
Creative Problem Solving • UX Research
Android iOS • Customer Journeys • User Interface Design • User Experience (UX) Design • System Prototyping
Figma (Software) • Strategic Communications • UI

Soft skills

Design Process • Curious • Business goals • Team work • Deadlines • Communication skills • Presentations • Metrics • Problem Solving • Outside-the-box thinker

Languages

English Spanish