

# Xiana Pérez

## Product Designer

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### EXPERIENCE

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#### PRODUCT DESIGNER AT VENTURA24

March 2016 - January 2019, Madrid

I worked in the Product department along with the Product Manager and the Product owner. We coordinated the Technology department according to the business and design needs, in a continuous cycle of design, testing and iteration (Scrum sprints). I created prototypes with Sketch, Axure and Invision and I tested my designs with Hotjar, Google Analytics and in focus groups sessions. Some of the goals were to improve the overall experience as well as the purchases value and retention rate.

Also, I collaborated with Lottonetwork redesigning the Arsenal Lotto website, and took care of the Raffld social media images.

#### FOUNDER AND OWNER AT BONAVALSTORE.COM

October 2016 - Present, Madrid

I founded and managed Bonaval Store, an ecommerce focused in hard-to-find accessories and clothing. I selected the merchandise and managed the website via Wordpress. Also, I collaborated with the digital agency Excusemecaptain.com, they run the online marketing plan and I did the follow up in social media and in Google Analytics.

#### WEB DESIGNER AT VENTURA24

September 2012 - February 2016, Madrid

I was part of the Marketing department, designing online and printed marketing materials for Ventura24. I planned the seasonal campaigns with the frontend department and also delivered daily materials like newsletters and affiliate banners.

#### WEB DESIGNER AT FINDASENSE

February 2011 - September 2012, Madrid

I worked designing website proposals for a wide range of clients, such as El Deseo, vinoseleccion.com and Qué! I designed social media materials for the social media customer service of Coca-Cola Iberia and I also took care of the Findasense internal materials: blog, business cards and brochures.

#### ONLINE GRAPHIC DESIGNER AT FOX MOBILE GROUP

January 2008 - December 2009, Berlin

I designed online promotional online materials such as landing pages, newsletters and banners for the products the company launched: EA mobile video games, and music videos from Universal and Sony Music and in-house jingles, screensavers and TV assets.

#### GRAPHIC / WEB DESIGNER AT PRIVALIA

September 2006 - July 2007, Barcelona

I was in charge of the daily updates of the Privalia ecommerce site: designing and uploading branded content in the CMS and promoting it with newsletters and advertisement in other websites. I worked with brands like Prada, Bóboli, New Balance and Gisela, among many others.

#### WEB DESIGNER AT BASSAT OGILVY

January - March 2005, Barcelona

I worked in the Web design department, updating Flash and HTML sites of companies such as Nespresso, La Lechera and Junta de Andalucía. I also designed banners, and animated transitions for Flash websites.

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### EDUCATION

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#### UDACITY

##### “MATERIAL DESIGN FOR ANDROID”

March 2019

Online course about implementing Android's visual language in apps and websites.

#### INTERACTION DESIGN FOUNDATION

##### “PRACTICAL GUIDE TO USABILITY”

March - April 2016

80 hour practical online course.

#### UNIVERSITY OF THE ARTS, LONDON

##### MA GRAPHIC DESIGN

January - December 2010

Full time Graphic Design master at the London College of Communication.

#### UNIVERSITAT POMPEU FABRA, BARCELONA

##### BA MEDIA AND COMMUNICATION

September 2002 - September 2006

Audiovisual Communication degree, with a minor in Multimedia.

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### SKILLS

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#### DESIGN

Concept sketches • User flows • Wireframes and mock ups with Sketch and Zeplin • Presentations • Production redlines • Style guides • Photoshop, Illustrator and Indesign.

#### PROTOTYPING

Rapid prototyping using Balsamiq, Sketch, Invision • User journey flows with Marvelapp.

#### RESEARCH

Data analysis (Hotjar, Analytics) • Task analysis & persona discovery • A/B Testing • Interviews and focus groups • Presentations.

#### COLLABORATION

Communicative • Experience in mentoring new hires • Workshops, brainstormings • Facilitating design critique • Zeplin and Craft plugins • Self-starter • Flexible.

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### LANGUAGES

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Spanish and Galician, native.  
English, proficient. (IELTS 7.5/9).  
German, conversational.  
Working knowledge of Catalan & Portuguese.  
Excellent writing skills.

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