



# Andrea Ortiz

## PRODUCT DESIGNER (UX/UI)

Barcelona, Spain

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I am a UX designer currently pursuing a master's degree in UX, with a postgraduate background in graphic design. Having studied English and worked in various countries, I bring adaptability and empathy from my multicultural experiences, which are essential for designing user-centered experiences.

### PROFESSIONAL EXPERIENCE

#### UX/UI Designer

freelancer

Jun. 2022– present

- I worked both individually and collaboratively on projects focused on user research, interaction design, and prototyping. I created personas, user flows, experience maps, sketches, wireframes, and prototypes.
- I collaborated with a team of developers in an Agile environment to bring designs into production.

I work in end-to-end UX design, creating intuitive, brand-aligned interfaces. My work consistently drives higher user engagement and satisfaction by focusing on smooth, user-centered experiences and timely project delivery.

#### Product Designer Intern (UX/UI)

Cellect Energy

Mar. 2024 – Sep. 2024

- Worked closely with other designers and front-end developers to implement designs, ensuring optimal functionality and user experience, developing innovative renewable energy solutions.
- Implemented feedback from stakeholders to optimize design functionality, contributing to the successful launch of new products.
- Helped to develop the design system, user interface mockups and visual design assets ensuring cohesive brand representation.

My contributions working as part of the design team have led to a 30% increase in user engagement and a 25% reduction in customer support inquiries, significantly enhancing customer satisfaction.

### SKILLS

#### UX Skills

Data analysis, User Research, User testing, Wireframing, Agile, Prototyping, IA, IxD.

#### Tools

Figma, Figjam, Miró, Sketch, InVision, Optimalworkshop, Hotjar, Notion.

#### Languages

Spanish (native), English (C2).

### EDUCATION

#### Master in Interaction Design and User Experience (UX)

Universitat Oberta de Catalunya

2023 - 2025

#### Postgraduate in Graphic Design

Universidad Autonoma de Barcelona. EINA

2017 - 2018

#### Bachelor's Degree in English Studies

UNCuyo University

2004 - 2009