Martín Montiel

UX/UI Designer

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UX Skills

- **Work methodologies:** Agile vs. Lean vs. Design Thinking vs. Design Sprint, depending on the tools I need to build solutions.

- **Team collaboration:** Shared project management from brainstorming to resolution using Trello, Jira, Notion, Airtable and Slack.

- **Problem solving:** Evaluation and diagnosis of usability through heuristic analysis in websites/apps.

- **Empathy-based design:** Applying keen observation and soliciting feedback through different tools.

- **Communication:** Inform knowledge-based and effectively communicated strategic decision-making and solutions.

UI Skills

- **Digital product design:** With a technology stack consisting of Figma, Sketch, Marvel, Adobe Illustrator, Indesign and Photoshop.

- **Wireframes:** Providing designs through sketches, wireframes and prototypes from ideation to final product through visual schemes in low, medium and high fidelity.

- **Visual sitemapping:** Process flows, story boards, information architecture and site maps for webs/apps.

- **Pixel perfection:** Production in the sharpest and cleanest way to meet users' needs.

- **Responsive strategy:** Decide between mobile or desktop design depending on the project budget and the needs of the process.

- **Web/app development:** Worpdress developer with basic knowledge of HTML5, CSS and Bootstrap, design systems and Mailchimp.

Education

- **Product Design Degree**
  / ESDIR - La Rioja

- **UX/UI Design Bootcamp**
  480h training mentored by **Raúl Marín** and **Olga Muñoz**.
  / Immune Technology Institute

About me

Highly skilled and creative designer, holding a degree in **product design** and a **UX/UI bootcamp** with over 4 years of experience in UI and UX design. Passionate about user-centred design, boasting a track record in delivering **exceptional digital experiences**. I´m also renowned for the expertise in the field of audiovisual production as a freelance producer.

Experience and featured projects

2020-2024
4 years

UX/UI Designer (freelance)

More than three years doing projects with different clients from **research** (workshops, interviews...) to **final designs** both web and app (wireframes, prototyping and high fidelity).

- **CIH BANK:** Complete redesign of CIH's banking application as after an extensive research process the client discovers that users are having a lot of problems interacting with the app, which directly impacts the bank.

- **RecruitSmart:** Design of an AI-based tool that streamline the hiring process by conducting automated phone interviews with candidates.

- **Travel Ease:** Personal project of a travel app that stands out from the rest for its different functionalities. Among them, intelligent packing assistant, collaborative planning, detailed travel history (pain points, UI kit, user journey...).

- **APBA - Puerto de Algeciras:** The client asked to create from scratch a design system with its respective documentation to update the APBA website (foundations and design system).

- **Ayuntamiento de Logroño:** Complete marketing campaign from ideation, planning and organisation to the design of final graphic pieces (flyers, catalogues...) including web design and app proposal.

2019-2021
2 years

Umbral Design / Co-founder

I participated in the creation of the company Umbral Design, a project focused on web and app development as well as digital marketing and UX/UI.
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