

ISABEL GARCÍA PÉREZ

PRODUCT DIGITAL DESIGNER

Digital product designer with 10 years experience as a visual designer and +5 years managing and executing digital products as a consultant and entrepreneur.

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SKILLS

Design tools

Sketch
Adobe Suite
Axure
InVision
Zeplin
Flinto
Principle

Hands-on

Sketching
Illustration
Photography

Management

Business strategy
Product strategy
Product Roadmap
Agile
Leadership
Jira set up
& management

Languages

Spanish *Mother Tongue*
Catalan *Fluent*
English *Professional*

UI & Visual methods

Concept - Mooboard
Visual design components
8-point grid
Design Systems documentation
Wireframing
Interactive prototyping

UX methods

Data-driven design
Heuristic Evaluation
Customer Journey
User testing & interviews
Service Design workshops as:
Value proposition canvas
Three-hour Brand Sprint

Development

Invision/Zeplin set-up
Github
QA (Quality Assurance)
HTML *Basic*
CSS *Basic*
JAVASCRIPT *Basic*

RECOGNITIONS

FINALIST OF THE XIX SEEDROCKET CAMPUS'18

Metricfy was one of the 12 startups participating in the 2018 SeedRocket Entrepreneurs Campus.

WOMENUP AWARDS FINALIST FROM AIRBNB'18

I was one of the 40 women founders selected for this meeting during the 4YFN 2018

LAUS AWARDS'12 BEST COVER MAGAZINE

EME - Experimental Illustration, Art & Design <http://www.ememagazine.com/>

INTERESTS



TV series



The sun



Famous cats



Having breakfast in bars

PERSONAL SKILLS



Easy-going



Mediator



Problem solver



Empathetic

WORK EXPERIENCE

FEB 2017
PRESENT

METRICFY | BARCELONA

Co-Founder & Chief Product Officer

Metricfy is a SaaS for helping Marketers to measure and optimize marketing spend across multiple advertising channels. In charge of overall product design and strategy from scratch, customer experience and customer success.

OCT 2016
PRESENT

FREELANCE PRODUCT & UI DESIGNER

Currently working for talentclue.com and b4workapp.com as a freelance designer. Also doing puntual product/app re-design, the last one for www.spitche.com & [Addeco empléAte](http://Addeco.empléAte)

JUL 2016
MAY 2017

STARTINGLEGAL.COM | BARCELONA

Product Designer

In charge of the product design, taking care of the platform strategy and roadmap. Involved in managing the functionalities backlog and making prioritisation decisions.

FEB 2013
OCT 2016

EVERIS NNT DATA | BARCELONA

Senior UX | UI & Visual Designer

I was managing and executing experience design projects for several sectors: everis internal applications, banking, insurance, consumer goods, energy, the Spanish government and The European Commission.

JUL 2016
JAN 2017

Barcelona Activa | BARCELONA

Associate professor for 'Lean per a tothom' workshop

Workshop about Lean Methodology applied to a any kind of project or small business.

MAY 2016
MAY 2017

PANDORAHUB.CO | BARCELONA

Part of organisation team · Collaborator

I was helping in the definition and organization of several acceleration programs for entrepreneurs and startups in Bali & Spain

2014/2015
2015/2016
COURSES

ESDi School of Design | SABADELL

Associate professor

I was in charge of preparing, running the classes and evaluate the students from the 'UI/UX Design' subject of the 'UX/UI DREGREE' and for the 'Gestión de proyectos y metodologías ágiles' of the UI/UX DESIGN MASTER DEGREE.

DEC 2009
DEC 2012

Public Sector | BENIDORM

Freelance graphic designer

After finishing my career I worked as a freelance graphic designer, working mainly for the City Council of Benidorm, leading projects to promote campaigns in different departments.

UNIVERSITY EDUCATION

OCT 2010
OCT 2011

POLYTECHNIC UNIVERSITY OF VALENCIA | VALENCIA

Creative design post-grade

SEP 2008
JUL 2009

SOUTHAMPTON SOLENT UNIVERSITY | UK

Erasmus grant - full year degree

SEP 2004
JUL 2009

POLYTECHNIC UNIVERSITY OF VALENCIA | VALENCIA

B.A. in Fine Arts

HIGHLIGHTED COURSES

OCT 2015
NOV 2015

DOMESTIKA - ONLINE COURSE | ONLINE

Introduction to responsive web dev html & css

FEB 2014
MAR 2014

UC SAN DIEGO | ONLINE

Human Computer Interaction

JAN 2013
APR 2013

COMLOT CREATIVITY SCHOOL | BARCELONA

Art Direction course

JUN 2011
SEP 2011

ESECAV SCHOOL | ALICANTE

Intensive Program in web design & development