



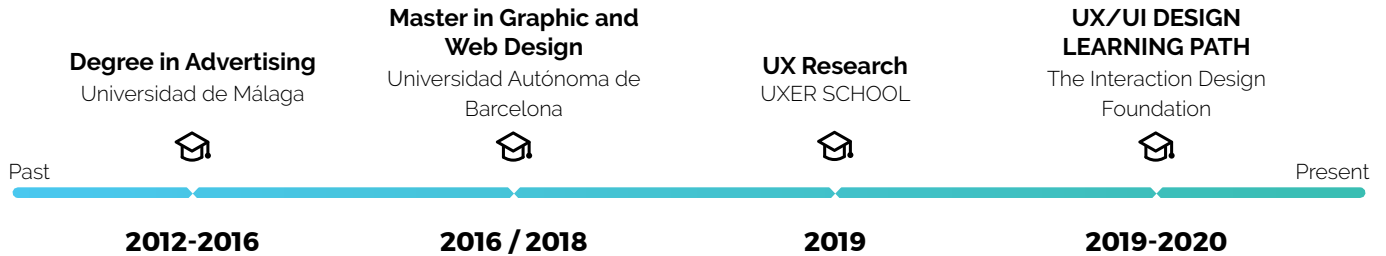
BEATRIZ GÓMEZ

PRODUCT DESIGNER

www.beatrizgp.com

Zürich, Switzerland

EDUCATION



WORK EXPERIENCE



Feb 2020 - Present (2yr 1 mo) Zürich, Switzerland

Product Designer / Testing Time

TestingTime is the market leader in Europe for UX test user recruitment. With a panel of more than 900,000 test users their customers can run user research, whether it's remote or in-house, moderated or unmoderated.

- Create wireframes, prototypes and user flows to effectively communicate interaction and design ideas.
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders.
- Conduct user research and evaluate user feedback of numerous research methods: user test, interview, survey, card sorting, diary study, etc.
- Design pixel-perfect interfaces and handoff to developers.
- Design and implementation of a Design System to unify the brand identity.



Apr 2019 - Jan 2020 (10 mos) Barcelona, Spain

UX/UI Designer / DDB (C14torce)

DDB's digital department team focuses on enhancing the digital experience of SEAT, as part of VW group & mapping out the products & services within the digital strategy.

- Research and design the user experience of multiple features for the upcoming SEAT and CUPRA website.
- Research, prototype & design content audits, user journey, personas, user stories, task analysis, card sorting, tree testing, sitemaps, wireframes, flowcharts and heuristic evaluation of the experiences of the upcoming CUPRA's website and features.
- Presentations to the stakeholders.
- Work with all functions throughout the process (data analysts, marketing, SEO, content, developers, etc).



ABOUT ME

I'm a lover of powerful, elegant, and impactful design. I'm always up for challenging work that provides the opportunity to positively affect people on a broad scale.

I thrive in collaborative environments and enjoy building great relationships across people and teams.

In my spare time I eat lots of good food, dance to good music, and pet every cat I can find.

LANGUAGES

Spanish Native

English Proficient

Italian Proficient

French Elementary

EXPERIENCES





BEATRIZ GÓMEZ

PRODUCT DESIGNER

www.beatrizgp.com

Zürich, Switzerland

WORK EXPERIENCE

invisible bits_

Sep 2017 - April 2019 (1 yr 7 mos)

Barcelona, Spain

UX/UI Designer / Invisible Bits

Invisible Bits is a cybersecurity company dedicated exclusively to the creation of software for SOCs (Security Operations Center).

- Define and communicate the design methodology of UX and UI of Invisible Bits.
- Define the Invisible Bits brand (purpose, identity, tone of voice) in actionable elements (guidelines, recommendations).
- Ensure that guidelines are followed by teams and other parties (communication teams, customers, markets) or external agencies.
- Ensure that guidelines are regularly updated to incorporate best practices and brand evolution.
- Create digital workflows, designs and prototypes.

50% UI Design	30% UX Research	20% Branding
---------------	-----------------	--------------

QUANTION DIGITAL FACTORY

Oct 2016 - Aug 2017 (11 mos)

Barcelona, Spain

UI Designer / Quantion

Quantion is an innovation consultancy agency that helps other companies designing and building solutions with the most innovative technologies to generate a unique user experience.

- Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience.
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders
- Conduct user research and evaluate user feedback
- Establish and promote design guidelines, best practices and standards

70% UI Design	30% Branding
---------------	--------------

PROFESSIONAL SKILLS

Adobe Suite

100

Figma/Sketch

100

ProtoPie

90

Flinto/Principle

90

HTML5

80

CSS3

80

Javascript

25

ACCOMPLISHMENTS



Accessibility: How to Design for All

The Interaction Design Foundation



Human-Computer Interaction

The Interaction Design Foundation



Psychology of Interaction Design

The Interaction Design Foundation



The Brain and Technology

The Interaction Design Foundation



UX Management: Strategy and Tactics

The Interaction Design Foundation

HOBBIES AND PASSIONS



Pottery



Cooking



Travelling



Cycling



Video games