



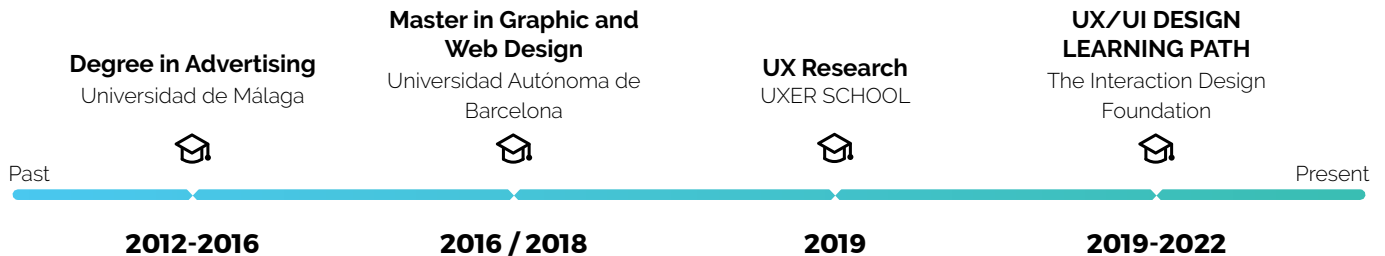
BEATRIZ GÓMEZ

PRODUCT DESIGNER

www.beatrizgp.com

Zürich, Switzerland

EDUCATION



WORK EXPERIENCE



Sept 2022 - Present

Zürich, Switzerland

Product Designer / EF, Education First

EF Education First (EF) is an international education company that offers language training, educational travel, and academic degree programs. Founded in 1965, EF has over 500 schools and offices in over 50 countries. EF is known for its high-quality language courses and offers a variety of educational travel and academic degree programs.

- Leading the design process for digital products, including defining design visions, goals, and strategies.
- Collaborating with cross-functional teams to understand business goals and user needs, and to define and design digital products that meet those needs.
- Developing wireframes, prototypes, and high-fidelity designs for digital products, including websites and other interactive experiences.
- Conducting user research and usability testing to gather insights and validate design decisions.
- Working with developers to ensure that designs are properly implemented and meet design specifications brand identity.



Feb 2020 - Aug 2022 (2yr 7 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.

- — Development of prototypes for user tests and handoff to developers
- — Design of interfaces and platform and web interaction.
- — Implementation of a Design System to unify the brand image.
- — Develop product strategy to achieve quarterly and annual targets.
- — Research the real needs of our target audience (end-user and customer).
- — Lead research and observation of numerous research methods: user test, interview, survey, card sorting, etc.

ABOUT ME

As a product designer with more than 5 years of experience in the design and usability sector, I am passionate about creating powerful, elegant, and impactful designs that have a positive impact on people. I am always up for a challenge and thrive in collaborative environments, where I can build strong relationships with my colleagues and teams. When I'm not working, you can find me indulging in delicious food, dancing to good music, and petting every cat I come across. If you're looking for a creative, driven, and collaborative designer, don't hesitate to connect with me on LinkedIn.

LANGUAGES

Spanish Native	<div><div></div><div></div><div></div><div></div><div></div></div>
English Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Italian Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
French Elementary	<div><div></div><div></div><div></div><div></div><div></div></div>
German Elementary	<div><div></div><div></div><div></div><div></div><div></div></div>



BEATRIZ GÓMEZ

PRODUCT DESIGNER

🌐 www.beatrizgp.com

🏠 Zürich, Switzerland

WORK EXPERIENCE



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.



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 SOC's (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).



Oct 2016 - Aug 2017 (11 mos)

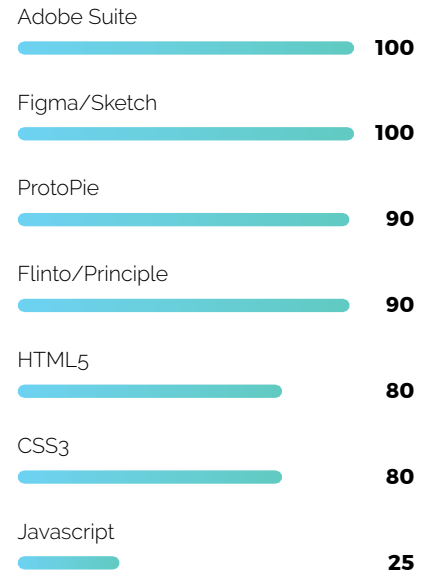
📍 Barcelona, Spain

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.

PROFESSIONAL SKILLS



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

EXPERIENCES



HOBBIES AND PASSIONS



Pottery



Cooking



Travelling



Video games