



**Mónica Díaz Moro**

**UX/UI Product Designer**

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## Work experience

### UX/UI Product Designer

**Yiqqi** [January 2022 - Actuality]

As UX/UI Product Designer at yiqqi, a dynamic startup, I played a generalist role being part of the entire product development cycle, from strategic planning, user-centered design development, to measuring the impact of design solutions on the business.

My tasks: conducting UX research processes, designing user-centric screen flows, developing and implementing design system, wireframing, prototyping, conducting usability studies, developing responsive design of the company's landing page, carrying out the branding redesign, designing iconography and graphic materials.

Adopting agile methodologies such as Scrum and Kanban, collaborating with multidisciplinary teams, this experience allowed me to be a key driver of the company success.

### Visual Designer / Packaging specialist

**Ysabel Mora** [October 2018 - January 2022]

My tasks: technical development of packaging, die-cutting designs, labelling, market trend research and art direction.

This experience allowed me to gain invaluable insights into how users interact with products and how packaging strongly influences their perceptions and emotions. As well as understanding the importance of providing users with an enjoyable and seamless journey from start to finish.

### Packaging Designer

**ZYX Studio** [May 2018 - September 2018]

My tasks: collaborate, within an agency environment, with the creative department in the development of packaging projects focused on the retail sector.

Keeping the focus on the requirements of large clients such as Mercadona or Zara Home, I was able to guarantee functional and visual coherence, always satisfying the needs of the end users.

### Product Designer / Creative Department Lead

**Akros-Interdidak, S.L.** [November 2015 - October 2018]

My tasks: development and art direction of a wide variety of projects, such as web design, physical product development, product restyling, catalogs, branding and functional packaging.

I played a multi-faceted role that helped me develop my leadership, organizational and collaboration skills with multidisciplinary teams. In this position, I deepened my knowledge of accessibility and how to meet the requirements of users with special needs.

### Visual Designer (internship)

**Polytechnic University of Valencia** [September 2014 - July 2015]

My tasks: development of projects, such as catalogues, branding, usable packaging design, advertising media creation, web design and exhibitions art direction.

The wide range of projects and platforms I worked on not only helped me refine my design skills, but also gave me a holistic perspective on the importance of visual language in multiple facets of design.

### Visual Designer / Technical drawing (internship)

**Integritat Business, S.L.** [February 2014 - July 2014]

My tasks: improving the visual communication of architectural projects, such as catalogues, commercial presentations, visual content for social media on physical and digital platforms, as well as technical drawings.

This experience not only helped me to put my design skills into practice, but it was also a breakthrough in digital design.

## Key tools

Figma  
Figjam  
Maze  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe Lightroom  
Jira

## Languages

Spanish (native)  
English (B2)

## Education

### Google UX Design Professional Certificate

Coursera [February 2023 - Actuality]

This comprehensive program has provided me with a strong foundation in user experience principles, design thinking methodologies, and user-centered design practices. It has helped me refine my ability to conduct user research, gather insights, and translate them into functional, intuitive, and visually appealing interfaces.

### Master's Degree in Graphic Arts

Polytechnic University of Valencia [October 2014 - June 2015]

My studies in the Master in Graphic Arts provided me with a thorough understanding of visual communication and design principles, which I apply on a daily basis to create aesthetically pleasing and user-friendly interfaces.

### Bachelor's Degree in Industrial Design Engineering and Product Development


Polytechnic University of Valencia [September 2010 - June 2014]

My studies in Industrial Design and Product Development was a crucial starting point in my professional career. It allowed me to acquire knowledge of design principles, user-centered methodologies and prototyping skills, helping me to set a solid foundation in the user-centered product design process.

## References

### Sandra Poveda Bravo

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### Zaira Benítez Bohórquez

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### Lotfi EL-Ghandouri

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