

# HELEN LOPEZ



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## INTRO

### UX / UI Senior product designer

Hi, I'm Elena, but in the professional world, everybody knows me as Helen. I am experienced in leading projects and teams in international agile environments with in-house and third-party development teams. Check out my portfolio on my website: <https://elenawebdesign.es>

## WORK EXPERIENCE

#### SENIOR UX/UI DESIGNER Kubik Data 2019 - Present

User Experience & Interface designer developing digital products and leading a team of UXers.

·UX: Market & User research validating hypotheses with our users (Interviews, Surveys, Card sorting, A/B testing). Be the voice of our users inside the team and create space for others to collaborate.

·UI: Create & contribute an atomic Design System. Work with sketches, wireframes, and prototypes. High interaction and hierarchy challenge as it is a creation from scratch.

#### UX PRODUCT DESIGNER Volkswagen Group Services 2019

Promoting the change from a factory product to a digital platform focused on user needs. Improving the work methodology towards an Agile culture both in the workflow and in concept creation.

User Experience and Interface lead developing new digital products and services at Seat for connected cars

·UX: Market research, Use cases, conduct interviews & surveys, Card sorting, Wireframing, Usability testing

#### UX / UI WEB DESIGNER & FOUNDER Elenawebdesign 2012-2019

Freelance digital product designer for several clients & projects.

#### GRAPHIC DESIGNER Intracon 2012

Creating video content, flyers & brochures for training and events

#### GRAPHIC DESIGNER HP 2010-2012

Preparing flyers, brochures & vinyls to show the quality as examples for new customers

## EDUCATION

UX/UI POSTGRADUATE Ironhack Barcelona 2018

WEB PROGRAMMING CERTIFICATE Escola Tecnica, Sabadell 2015

GRAPHIC DESIGN DEGREE Escola Llotja, Bcn 2008

ILLUSTRATION SUPERIOR GRADE Escola Groc, Bcn 2004

## TOOLS

SKETCH ▼ INVISION ▼ ZEPLIN ▼ CRAFT ▼ PRINCIPLE  
HTML5 ▼ CSS3 ▼ AGILE ▼ JIRA ▼ CONFLUENCE ▼ SLACK

## SKILLS

Logical Cooperative Hard-Working Assertive Resilient Proactive

Call me at +34 627 58 82 11 if you have any question :)