

Vega Santero

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"Observant, creative and with common sense. I like to (re)think, improve, create and communicate anything. Design specialist always, curious and sensitive."

WORK EXPERIENCE

2022 UX/UI Lead

CoverManager | Seville, Andalusia, Spain (remote)

Redesign of the UI of the restaurant reservation management software and other related products of the company; decision making based on user centric methodologies.

Software: Figma, CSS

Skills: Market research, digital product design, UI conceptual model design, interaction flow design, interface design (mobile and desktop)

Sector: Hospitality

2021-2022 UX / UI Designer

Emergya Ingeniería | Seville, Andalusia, Spain (remote)

UX / UI Design Clients: Sevilla FC, Acciona, Skills Development Scotland, HotelBeds and Securitas Direct Support dept. Marketing for design and development of new brand corporate web design.

Software: Figma, SVgator, Zeplin, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Html5, CSS, Adobe After Effects

Skills: Investigación de mercado, diseño de producto digital, diseño de modelos conceptuales UI, diseño de flujos de interacción, diseño de interfaces (móvil y escritorio)

Sector: Digital product

2021 Web and Graphic Design Consulting

The Chef Marketing | Seville, Andalusia, Spain (remote)

Branding and Web Design Consulting

Software: Adobe XD, Adobe Illustrator, Adobe Photoshop, Html5, CSS, Joomla.

Skills: Market research, UI design, interaction flow design, interface development.

Sector: Consulting, Digital Marketing

2020 - 2021 UX / UI | Product design and branding

Agency Rakshasa | Seville, Andalusia, Spain (remote)

UI design for Android and IOS Apps and corporate landings with UX methodologies.

Software: Adobe XD, Zeplin, Figma, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, design of conceptual UI models, design of interaction flows, development of interfaces (mobile and desktop) for internal digital management and product for the client.

Sector: Hospitality, Real estate, Food, Retail

2020 -2021 Consulting UI/UX Design | Branding

Emergya Digital | Seville, Andalusia, Spain (remote)

Consulting and analysis on usability for various platforms of the company Sunet (Sweden), Design of the site: www.dialogflowexperts.com, Design of "DiFi" virtual assistant

Site redesign: emergya.com

Redesign of the brand image of Emergya Digital.

Software: Adobe XD, SVgator, Zeplin, Figma, Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, branding, UI conceptual model design, interaction flow design, interface design (mobile and desktop) for internal digital management and product for the client.

Sector: Software Engineering

2020 - 2021 Production department consultancy | Product development

Chic&Love Fashion Brand | Madrid, Community of Madrid, Spain (remote)

Advice to the production department of the brand and supplier management of specific projects.

Software: Adobe Illustrator, Adobe Photoshop.

Skills: Market research, packaging and POS design, supplier management, brand consulting and positioning.

Sector: Fashion, Retail

2020 UI / UX | Branding

Compartidos | Seville, Andalusia, Spain (remote)

Front-end UX design for Android and IOS Apps

Branding and brand development

Software: Adobe XD, Zeplin, Figma, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, design of conceptual UI models, design of interaction flows, development of interfaces (Android and IOS Apps) for internal digital management and product for the client.

Sector: Startup

2019 - 2020 UI / UX

Emergya Ingeniería | Seville, Andalusia, Spain (remote)

Consulting and analysis on usability, prototyping and adaptation to mobile and tablet of the website of the company Sandos Smart Agents.

Software: Adobe XD, SVgator, Zeplin, Figma, Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, branding, UI conceptual model design, interaction flow design, interface design (mobile and desktop) for internal digital management and product for the client.

Sector: Digital

2019 Ecommerce development

Manuela de los Santos, arreglos florales | Seville, Andalusia, Spain (remote)

Development of the new website and online store for this artisan of bridal bouquets and flower arrangements.

Software: Adobe XD, Adobe Illustrator, Adobe Photoshop, WordPress, Facebook Ads, Ig Ads, Google Ads.

Skills: Market research, conceptual UI model design, interaction flow design.

Sector: Retail

2017 - 2019 Creative Director and Product Manager

QUAM License, S.L. | Seville, Andalusia, Spain

Design, manufacture and distribution lead of accessories for licenses such as Mr Wonderful, Real Madrid, FCB Barcelona, La Vecina Rubia, La Volátil...

Management of the product department with a team of three people in my charge, definition of collections, direct contact with licenses and suppliers both in Spain and China.

Complete product development, definition of materials, qualities, finishes, packaging design; development of special campaigns and point of sale design; exhibitors, POS, posters...

Management of suppliers and purchases in China and Spain.

Software: Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, product design, team and department management, collection development and management, dealing with customers and suppliers, purchasing and production management, fairs, packaging and POS design and development, product photography management, offline design .

Sector: Retail, Fashion

2017 Web development | Branding

INN Hostels & Apartments | Seville, Andalusia, Spain (remote)

Creative decision making for the restyling of the hostel company 'Grupo INN'. Remodeling and modernization of corporate identity and image. Development of the new website for the INN Group.

Software: Adobe XD, SVgator, Zeplin, Figma, Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, branding, design of conceptual UI models, design of interaction flows, design of interfaces (mobile and desktop) for internal digital management and product for the client, offline design

Sector: Travel

2016 - 2017 Consulting and UI/UX Design | Branding

Emergya Digital | Seville, Andalusia, Spain (remote)

Prototyping and corporate identity of the EduPills application and redesign of the Tourism homepage in the Valencian Community. Creation of the search engine and user zone prototype developed for Alter Technologies and collaboration in the design of other portals, such as the Transparency portal of the Junta de Andalucía and the Procomún portal dependent on the Ministry of Education, Culture and Sport.

Software: Sketch, Zeplin, Adobe Illustrator, Adobe Photoshop, Html5, CSS.

Skills: Market research, branding, conceptual UI model design, interaction flow design, interface design (mobile and desktop) for internal digital management.

Sector: Digital

2016 Creative and web designer

La Fábrica de Empresas y Consultores Romero y Torres | Seville, Andalusia, Spain

Corporate identity of the companies: "The Factory of Companies and Consultants Romero y Torres SLL", "Tegus & Parthner SLL", "SoulKtichen, Intelligent Consulting". Brand design and visual identity for a new consulting project 2.0

Software: Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress.

Skills: Market research, branding, design of conceptual UI models, design of interaction flows, design of interfaces (mobile and desktop) for internal digital management and product for the client, offline design

Sector: Retail

2016 FrontEnd Developer

Warner Music | Seville, Andalusia, Spain (remote)

Punctual collaboration for landing pages of the producers of Warner Music Spain.

Software: Bootstrap, SASS, html5, CSS.

Skills: Design of conceptual UI models, design of interaction flows, interface design.

Sector Music

2015 - 2016 Graphic and Web Designer

Diwap Agency | Seville, Andalusia, Spain

Internship contract for 2 months and subsequent collaboration as a freelance, development of corporate identities, image and brand restyling.

Software: Adobe Illustrator, Adobe Photoshop, Html5, CSS, WordPress, Joomla.

Skills: Market research, branding, design of conceptual UI models, design of interaction flows, design of interfaces (mobile and desktop) for internal digital management and product for the client, offline design

Sector Advertising, Marketing, Agency

TRAINING

- 2022 Specialization program in Advanced Research, UX Specialization program in Advanced Research, UX, Torres Burriel Estudio
- 2021 After Effects Specialization, Private Tutor (3 months)
- 2021 UX-PM Level 1, Torres Burriel Studio
- 2021 Digital Product Design Specialization Course, Torres Burriel Estudio
- 2020 UX Design Course, CEI School of Design and Marketing
- 2020 HTML5 Programming Course, CSS, CEI School of Design and Marketing
- 2014 - 2015 Master in Graphic Design and Digital Creativity, CEADE Leonardo. Seville
- 2008 - 2014 Bachelor of Fine Arts, University of Seville.

ADDITIONAL INFORMATION

Languages Spanish, English B2 (continuing my training).

Organization / Management I have worked independently and also as part of multidisciplinary teams. Aimed at teams and massive productions.
I have experience dealing directly with clients and suppliers, both in Spanish and English, writing briefings, projects and negotiation.
I am proactive, decisive and empathetic.

Otros Participant of the Ruta Quetzal scholarship "The Footprint of the Nao of China in Mexico", 2017.