

# ALICE FORESTAN

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## UX/UI DESIGNER

### SKILLS

#### DESIGN

User-centered design  
Information architecture  
User flowcharts  
Wireframing  
Prototyping  
Design systems  
Project management

#### RESEARCH

User interviews  
Usability testing  
Contextual inquiry  
Focus groups  
Card sorting  
Surveys  
A/B testing  
Competitor analysis

#### SOFTWARE

Sketch  
InVision  
Marvel App  
Principle  
Illustrator  
Photoshop  
After Effects  
InDesign

#### COLLABORATION

Problem solving  
Conflict resolution  
Constructive feedback  
Organising workshops  
Facilitating brainstormings

#### LANGUAGES

English: Fluent  
Spanish: Fluent  
Italian: Native Speaker

### WORK EXPERIENCE

#### LEAD DESIGNER - Nuvolar Works, Barcelona, Spain

Dec 2019 - Present

#### SENIOR UX/UI DESIGNER

Feb 2018 - Dec 2019

I'm managing the design of multiple projects for the private aviation industry, working with product, development and QA teams in a Scrum environment. I'm responsible for the design of mobile and desktop applications and I lead all phases of the UX process, from user research to ideation, as well as wireframing, prototyping and the creation of design systems.

#### UX/UI DESIGNER - Kerad Games, Barcelona, Spain

May 2017 - Feb 2018

I led the design of a new fantasy football app, working closely with back-end and front-end developers in a Scrum environment. Some of my daily tasks included: wireframing, prototyping, animation and user research.

#### DIGITAL DESIGNER - Win Technologies (Betway), London, UK

Aug 2015 - Apr 2017

Creating and maintaining marketing campaigns sites for multiple brands. Creating visual designs, from wireframes to mockups and prototypes, across all platforms, working closely with the UX Research Team, the Development Team and the Marketing Team.

#### UI DESIGNER - Campaign Master, London, UK

Feb 2015 - Jul 2015

I redesigned the user interface of the company's email marketing online platform. I was also designing and developing email campaigns.

#### JUNIOR DIGITAL DESIGNER - Sportlobster, London, UK

Sept 2014 - Feb 2015

Creating exciting breaking news pictures and adverts primarily for daily sports related communications across digital platforms.

#### GRAPHIC DESIGN INTERN - Anza (former Teach), London, UK

Feb 2012 - Sept 2014

Designing online and offline marketing material to promote charity challenges and fundraising events.

### EDUCATION

#### MASTER IN DESIGN MANAGEMENT - BAU, Design College, Barcelona, Spain

2019 - 2020

#### BA (HONS) PRODUCT DESIGN - Kingston University, London, UK

2011 - 2014, First Class Honour