



Silvia Serrano Mateos

UX Designer & Researcher

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Skills

User Research
Ecommerce
Web Analytics

Design

Design Thinking
Graphic
Prototyping
Animation

Illustrator
Photoshop
Sketch / InVision App / Axure
Pop app
Flinto / After effects / Flash
Wordpress/ Prestashop
Dreamweaver
HTML / CSS

Research

User research
Business

Heuristic Analysis
Benchmark
Persona
Empathy Map
Customer Journey
Interview
Survey
Workshop
Usability Testing
Lookback

Marketing

Strategy
Competitive Analysis
Web analytics

Conversion Funnel
Value Proposal
Model Canvas
DAFO, CAME
Google Analytics
SEO / SEM
Mailchimp
Hotjar



Idioms

Spanish Native
English High Medium (B1+)



Education

- March-July 2018 **Master Degree UX/UI Design** EDIT.- Disruptive Digital Education
- October 2018 **Workshop Design Thinking for Business** EDIT.- Disruptive Digital Education
- November 2018 **Masterclass "How to lead a workshop UX"** Neoland
- 2016 **Course of Ecommerce** Google Actívate
- 2015 **Google Analytics** Adveischool - School of Digital Marketing
- 2009 **Creativity and Creative Strategies** Aula Creativa, Madrid
- 1999-2002 **Senior technician in Advertising Graphics** Design School "A. López", Tomelloso



Work Experience

- May 2016 **Ecommerce - Retail Specialist (B2B y B2C)**
- January 2018 **Palpelo S.L. - Retail Hair Care.** Madrid
I set up ecommerce together with the web designer.
My tasks: brand strategy, **design, benchmark, research, information architecture**, product listing update, logistic and legal.
Promotions and showcases of physical store design.
Software: Illustrator, Photoshop, Prestashop, MailChimp, Excell y Axos Soluciones.
- May 2012 **Cofounder Ecommerce (B2C)**
- June 2015 **www.teocafe.es - Tienda online** de venta de Té
 While I worked at the Delolast Agency, my partner and I **set up a Ecommerce**. We made from the business plan, value proposal, prices, research, benchmark, branding, web design, pictures, suppliers, logistic until social media.
Software: Illustrator, Photoshop, Prestashop, MailChimp, Excell y Google Analytics
- February 2010 **Creative / Art Director / Digital (B2B)**
- February 2014 **Delolast S.L. - Advertising Agency.** Madrid.
Creativities on /off line. **Promotional videos for tobacconist** and Web design with flash and dreamweaver, later in Wordpress.
Software: Illustrator, Photoshop, Flash, Dreamweaver, Wordpress, After Effects y Premier.
- November 2007 **Junior Art Director / Finalist Art (B2B)**
- February 2010 **Nemo Prod & Prom S.L. - Advertising Agency.** Madrid.
Design, Creativities, Finalist Art and promotional videos.
Software: Illustrator, Photoshop, Flash, Dreamweaver e Indesign.
- September 2002 **Graphic Designer / Finalist Art (B2B y B2C)**
- October 2007 **Gráficas Tomelloso S.L. - Printing House.** Tomelloso (C. Real).
Graphic Designer in contact with customers: business, freelance and particulars.
Software: Freehand, Corel Draw, Illustrator, Photoshop y Quarkxpress.