



# Silvia Serrano Mateos

## UX Designer & Researcher

www.linkedin.com/in/serranosilvia



Mobile: **679 466 642**  
silviaserrano80@gmail.com  
**www.silviaserrano.com**



## Skills

User Research  
Ecommerce  
Web Analytics

### Design

Design Thinking  
Graphic  
Prototyping  
Interaction Design

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

### Research

User research  
Business  
Heuristic Analysis  
Benchmarking  
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



## Languages

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 on Ecommerce** Google Actívate
- 2015 **Google Analytics** Adveischool - School of Digital Marketing
- 2009 **Creativity and Creative Strategies** Aula Creativa, Madrid
- 2005 **Web Design & Multimedia. Dreamweaver and Flash** Desoft Formación. Tomelloso
- 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 updates, logistic and legal.  
Promotions and visual merchandising at the physical store.  
Software: Illustrator, Photoshop, Prestashop, MailChimp, Excell y Axos Soluciones.
- May 2012 **Cofounder Ecommerce (B2C)**
- June 2015 **www.teocafe.es - Tea and coffee Online Store**  
While I worked at the Delolast Agency, my partner and I set up an Ecommerce. We did everything from the business plan, value proposal, prices, research, benchmarking, branding, web design, images, logistics to 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.**  
Promotional Video, Web Designer, Graphic Designer, Advertising, PLV...  
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.**  
Graphic Designer, Advertising, PLV, Promotional Video...  
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 individuals.  
Software: Freehand, Corel Draw, Illustrator, Photoshop y Quarkxpress.