



Silvia Serrano Mateos

UX & Product Designer · Analytics

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Skills

User Research
Business
Web Analytics

Design

Design Thinking
Graphic Design
Prototyping
Interaction Design
Sketch / InVision App / Axure
Pop app
Principle / After effects / Flash
Wordpress/ Prestashop
Illustrator
Photoshop
Dreamweaver
HTML / CSS

Research

User research
Business
Heuristic Analysis
Benchmarking
Persona
Empathy Map
Customer Journey
Interview
Survey
Workshop
Usability Testing
Lookback

Marketing Digital

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 (B2)



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 Actívaté
2015 **Google Analytics and Adwords Certificate** Google Partners
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 / UX Designer** (B2B y B2C)
January 2018 **Palpelo S.L. - Retail Hair Care.** Madrid
UX research, brand strategy, design, benchmarking, information architecture and product listing updates.
Promotions, windows dressing and analysis sales of the physical stores.
2 años Software: Prestashop, MailChimp, Excel, Illustrator, Photoshop y Axos Soluciones.

May 2012 **Founder Ecommerce** (B2C)
June 2016 **www.teocafe.es - Tea and coffee Online Store**
4 años While I worked at the Delolast Agency, we set up a ecommerce, doing everything, from the business plan, value proposal, prices, research, benchmarking, branding, web design, images, SEO, logistics to social media.
Software: Prestashop, Illustrator, Photoshop, MailChimp, Excel y Google Analytics

February 2010 **Creative / Art Director / Digital** (B2B)
February 2014 **Delolast S.L. - Advertising Agency.** Madrid.
Promotional video, Web design, Interaction design, Advertising, PLV...
4 años Software: Wordpress, After Effects, Premier, Illustrator, Photoshop, Flash, Dreamweaver.

November 2007 **Art Director / Finalist Art / Digital** (B2B)
February 2010 **Nemo Prod & Prom S.L. - Advertising Agency.** Madrid.
Graphic design, Advertising, PLV, Interaction design, Promotional video...
2 años 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.
5 años Software: Freehand, Corel Draw, Illustrator, Photoshop y Quarkxpress.