

Andres Arigon

PRODUCT DESIGNER (UX/UI)

EXPERIENCE

Senior Experience Designer

Inviqa, London, England

OCTOBER 2020 - PRESENT

With clients:

For the past two years, I have led the design and delivery of a complex enterprise-level service for a major multinational retailer. My responsibilities included:

- Stakeholder management
- Team management (better working practices, methodologies)
- Planning and facilitating user research and workshops
- Creating rapid mock-ups and interactive prototype building
- Coming up with complex UI solutions, with data visualisation components
- Creating, structuring and maintaining a design system, ensuring consistency and scalability across products
- Providing the necessary documentation and support to see the design through the build process

Internally:

I love to proactively make working environments better for everyone. Some of my current responsibilities in that space are:

- Line management and mentorship
- Team mediation and conflict resolution
- Ongoing team support in daily operations and growth
- Maintaining and contributing to culture of openness and collaboration
- Encouraging feedback and discussions.
- Allocation of people to projects
- Interviewing candidates for team fit
- Developing design practice and community at Inviqa.

Intelligent Automation Product Designer

GSK, London, England

MAY 2020 - AUGUST 2020

 AI System / IA / RPA / Machine Learning / Chatbots

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Location: London, UK

ABOUT ME

👋 Hi I'm a proactive and ambitious **Product Designer** obsessed with making digital things that work well in response to people's needs and business needs.

I GEEK OUT ON

Accessibility
Data analysis and synthesis
Data visualisation
Design systems
Quantitative research

MY FAVORITE TOOLS

Adobe Suite (XD, AE, Pr, Ps, Ai)
Airtable
Figma
Figjam
Google Analytics
HTML/SASS/CSS3
Miro
Mural
Survey Monkey
Typeform
Usabilityhub
Invision

I AM

Collaborative
Creative
Curious
Ego-free
Empathic
Open to feedback
Experimentative
Proactive
Problem solver
Attentive to detail

- Helped the team in the early phases of the user-centered product design process to understand the user, business problems and establish the first hypotheses and assumptions.
- Took part in the value proposition generation, running different workshop sessions such as: stakeholder interview, brainstorming and data analysis (quantitative and qualitative).
- Was responsible for creating and proposing a product designer roadmap incorporating the Design Sprint methodology.

UX/UI & Product Designer

Betbull, London, England

JANUARY 2020 - APRIL 2020

E-sport and Sports betting APP

- Conducted all phases of the user-centered product design process: building, prototyping, and evolving digital products from ideation to release.
- Was responsible for maintaining and updating the different guidelines and design system across the two apps.
- Took part in the creation of the white-label design system which will be reused across the different apps and new features.
- Improved the user experience across different apps (user flow and user journeys)
- Worked close to the Product Manager and Product Owners to plan and prioritize the backlogs and new features.

UX/UI & Product Designer

Elemental Concept, London, England

JANUARY 2018 - JANUARY 2020

User Experience (UX)

- Helped define MVP and product features taking part in product discovery Braining storming and Gut test sections inside an Agile/Lean development environment
- Took part in the UX research developing: **UX audit, competitor analysis, user flow, journey map, personas, scenarios, storyboards** and defining the **information architecture** in order to enhance functionality and identify and troubleshoot possible UX/UI problems.
- Was responsible for testing and generating reports to improve the UX in our projects using mostly Google Analytics and Full Story.

User Interface (UI)

- Designed **sketches, low/high fidelity mock-ups** and **prototypes** using Adobe XD.

EDUCATION

UI/UX Design with Adobe XD

Udemy | London, England

OCTOBER 2017 - OCTOBER 2017

Specialization Course: Digital Marketing Management

Universidad Europea Miguel de Cervantes | Barcelona, Spain

JUNE 2014 - OCTOBER 2014

Grade: 9.1 / 10

Bachelor's degree in Business Administration (BBA)

Universitat Autònoma de Barcelona | Barcelona, Spain

SEPTEMBER 2010 - JUNE 2014

Grade: 8.3 / 10

Bachelor's degree in Design

Universitat Internacional de Catalunya | Barcelona, Spain

JUNE 2006 - OCTOBER 2010

Grade: 9.0 / 10

LANGUAGES

English:

Business Level

Spanish:

Mother Tongue

Catalan:

Elementary Level

PERSONAL DETAILS

Birthday:

September 23rd, 1986

Documents:

Spanish (settled status)

Full driving license

- Was responsible for supervising the development of the code to ensure the developer team accuracy matches with my mock-ups. *"1px more or less of padding makes differences"*
- Assisted the CEOs in the Business Development, designing quick mock-ups/prototypes and preparing stunning slide deck to show to potential client.
- Have developed and improved **guideline** documentation and **branding**, apart from using software like Zeplin/Adobe XD, to effectively communicate interaction and design ideas to the developer team.

Other

- Collaborated with the UX Design director in mentoring and guiding junior designers.
- Supported the dev team creating SASS/CSS/HTML

UX/UI & Product Designer

Contrado, London, England

MAY 2017 - JANUARY 2018

User Experience (UX)

- Was responsible for UX research trying to understand the user behavior and translating internal and external feedback into intuitive solutions, creation of personas and scenarios through stakeholder interviews and competitive analysis.
- Lead the interaction design, designing user flow/journey, architecture information using card sorting and tree tests techniques.
- Conducted user testing and optimization of the final product before its official launch through usability tests in site and A/B tests.

User Interface (UI)

- Was responsible for the creation and design of wireframing, mock-ups and prototypes using some of the most modern software: Adobe XD and Photoshop. Also, crafting and drawing prototypes.
- Lead a complete revamp of the new UI and UX of the internal Contrado CRM (used for more than 200 employers a day) Check it out on: <https://goo.gl/vpNK4B>
Have created visual communication by building interactive assets, icons, presentations, interactive prototypes and mock-ups.

HOBBIES

Playing video games

All related to design

Swimming

GYM

Cycling

Cooking

Traveling

Netflix

Drinking coffee

Other

- Supported Dev team writing from scratch HTML5, CSS3, SASS/SCSS code of the different user interfaces I have previously designed.
- Fixed front-end bugs and updating the content of the different company websites
- Worked in an Agile (Jira) development process.

UX/UI & Product Designer and Web Optimisation

The Affiliate People, London, England

OCTOBER 2015 - MAY 2017

User Experience (UX)

- Have researched the target audience and user persona to create experience architecture, in order to articulate a clear user journey
- Was responsible for design of A/B testing and multivariate analysis to improve conversion rate of website visitors and goals.
- Analyzed the website for customer ease of navigation and increased time on site and other ratios using Google Analytics
- Analyzed, identified, and helped solve problems or enhanced features and functionalities on various websites and web applications.

User Interface (UI)

- Rapidly developed landing page mock-ups in low and high fidelity under high pressure. Apart from logos, promotional material, social media pages, banners, to keep consistent with client branding identity.
- Was responsible for the full redesign of the company's website which has had excellent feedback from the high-managers and clients.

Email Marketing Design, Development and Testing

- Designed and developed email creatives (newsletters) following responsible guidelines.
Using external email service providers (Email on acid) to identify some potential delivery problems.

Graphic Design

- Designed website and landing pages mock-ups, logos, promotional material, social media pages, banners, to keep consistent with branding identity for our different clients.
- Photo retouching, color correction, website graphic optimization.

Other

- Produced reports used for establishing market projections, product

analysis, and forecasting.

UX/UI & Product Designer & Digital Marketing Manager

Penn Elcom Online | Hastings, England

OCTOBER 2014 - OCTOBER 2015

Web Design and Front-end Development Support

- Created and maintained the front-end standards document and oversaw production of Javascript, HTML, and CSS.
- Designed new microsites, landing pages and templates.
- Created content and graphics for the cooperative websites and numerous third party websites.
- Created and maintained the front-end and content for e-commerce platforms (IRP e-commerce).

Email Marketing Design, Development and Testing

- Designed and developed email creatives (newsletters) following responsible guidelines.
Using external email service providers (Constant contact) to identify any possible delivery problems.

Graphic Design and Corporate Image / Branding

- Redesigned and unified marketing materials and collateral that gave rise to a new product image and elevated the brand to a more elegant corporate feel.
- Produced custom signage and gift card holders used at annual marketing and sales events.
- Assisted in marketing and advertising design objectives (Logos/ Ads/ Banners/ Brochure/ Roll up/ Posters)
- Designed web pages, print collateral and email marketing templates used to create new corporate images for company relaunch.
- Designed a stand and exhibition for important international events.

Community Management

- Transformed a relatively non-existent social media profile into an online presence across Twitter, Facebook, Google+ and Youtube and company branding.
- Expanded client communities and assisted in locating target audiences by proposing social media strategies.

- Increased brand awareness by 20% through the use of social media and helped maintain a presence on the web.
- Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.

Marketing Online Strategies

- Calculated best practices to obtain the maximum return on investment through clicks, opens, and overall customer engagement.
- Manage and coordinate the creation of marketing collateral and content including social media, websites, newsletters and emails.
- Conducted keyword and competitor research using Google Analytics data.
- Participated in teams to generate global online marketing plans, developed new marketing campaigns, and analyzed ongoing global marketing projects.

Web Analytics

- Analyzed traffic and made necessary changes for a better user experience.
- Assisted in the monitoring and reporting on website traffic and performance.

Marketing & Communication Assistant

Tech Data | Barcelona, Spain

JUNE 2014 - OCTOBER 2014

Email Marketing Designer and Development

- Designed, coded (HTML/CSS) and integrated new emails (newsletters) for multiple clients' such as: Apple, Microsoft, Acer, Toshiba, Vodafone...
- Created custom micro-sites including banners and others web's graphic elements.
- Built and implemented features and worked on solving bugs/performance issues.

Graphic Design

- Developed designs that clearly communicated the company's brand identity.
- Produced pre-press files for a variety of printing vendors.
- Designed ads, flyers, special sections, brochures, posters, logos and business cards for multiple publications (offline and online)
- Handled multiple projects, many with conflicting deadlines.

Customer Loyalty Management and Event Assistant

- Expanded and improved the loyalty program in order to increase the amount of loyalty customers.
- Created a new loyalty strategy to engage new customers.
- Maintained, created and analyzed customer-loyalty database .
- Facilitated the planning, logistics and coordination for events of all types.

Finance Assistant

- Reported monthly expenses and revenues to the manager.
- Managed inventories in the warehouse in order to keep up with sales.
- Prepared presentations and spreadsheets used in upper management meetings.
- Created monthly Payroll reporting, used in the client billing process.
- Prepared scheduling documents, mailing lists, thank you letters and request for contribution mail packets.
- Maintained and balanced three checking accounts.

Office Assistant

Management-solutions | Madrid, Spain

JANUARY 2013 - APRIL 2013

Internal Event Assistant

Planned, organized, and executed large and small scale events.

Finance Assistant

Performed a vast range of tasks from reconciliation of monthly bank statements, to processing payroll for +90 employees and taking care of their finance issues.

HR Assistant

Generated and checked financial paperwork to correct pay issues for service members, completed new hire forms and entered employee data in the Human Resources Information System. Processed payroll in time and attendance system and administered benefits to ensure accurate payment and classification for employees.

Marketing Assistant

Vodafone | Barcelona, Spain

JUNE 2011 - JUNE 2012

Maintained, created and analyzed customer database using CRM (Parrot), Access, Excel, assisted in the development of marketing offline projects (point-of-sale).