

Carlota Antón Blanco

UX/UI designer & Brand Strategist



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EDUCATION

2019

Ux/UI design bootcamp
NEOLAND MADRID (432h)

2013 - 2014

Masters in graphic design & art direction
CICE (300h)

2008 - 2013

Graduate in Fine Arts
UNIVERSIDAD COMPLUTENSE DE MADRID

LANGUAGES

English ILI, Washington, Adv.
German Goethe Zertifikat C2.2
Spanish Mother tongue

ADDITIONAL EDUCATION

2018

Mooc Digital Marketing | IAB SPAIN

2017

Web development course
(HTML5, CSS3, WYSIWYG)
LA CASA ENCENDIDA, MADRID

MERITS

Colaborator in **UX Planet**
Colaborator in **UX Collective**
Publication in Sprint Stories
Publication Walk like a Glacier:
MOMA, SAIC, HARVARD,
YALE, PRATT INSTITUTE...

UX

Skilled in **Heuristic analysis**. Internalization of **Design Thinking** methodologies to accelerate project processes. Familiarized with agile frameworks like **Sprint, Lean** and **Scrum**. Use of qualitative and quantitative research techniques. Good knowledge of collaborative tools like **Slack, Trello, Airtable, Paper** or **Miro**... Familiarized with A/B testing processes, Analytics, Heat-maps with **Maze** or **Hotjar**. Able to do MVP iterations.

UI

Well versed in the realization of low and high fidelity **Wireframes**. Identification and creation of **information architectures, flows, taxonomies** and **sitemaps** through sketching and flow diagrams with **Axure** or **Whimsical**. Experienced with visual design with **Figma, Sketch** and **Adobe XD**. Skilled in fast prototyping with **InVision** and **Marvel** and layer prototyping with **Principle** and **Protopie**. Experienced with **Illustrator, Photoshop, Indesign** and **Premiere**. Accustomed with the use of **design systems, Ui Kits** and **Style Guides**. Trained to the use of grids of 12-column & 8pt. Use of handoff tools like **Zeplin** for the generation of documents for the development team.

CODE

Basic knowledge of semantic **HTML5** and **CSS**. Familiarized with the use of responsive frameworks such as **Bootstrap**. Trained to the use of editors like **Sublime Text** or **Atom**. Accustomed to the use of collaborative developing tools like **Codepen**. Proficient in web development with **CMS** (Wordpress).

EXPERIENCE

2015 - 2019

Visual design Freelance

CLIENTES: Blanco y Fechenbach, Rödl & Partner, Nacon, Voze, Plázida, Sheedo, HBLC, Quid Qualitas, Picpac 3D, Bit Technologies, Plenya, Sintagma, La roja strategic group

UI design, information architecture, logos, corporate identity, posters, editorial design, Digital photography & retouching, illustration.

2018

Visual design | LATORRE STUDIO, VALENCIA

CLIENTES: Official World Cup Watch party Nueva York; Rives, TICE, BLÜ, Valencia FC y EmprenemJunts.

Layout, visual design, high fidelity prototyping.

2016 - 2017

Visual design | IFP CHICAGO, CHICAGO, USA

Social network content. Layout of banners and newsletters. Content for the IFP Chicago landing page for #givingtuesday. File supervision. Design and final arts for Chicago Underground Film Festival.

2014 - 2015

Director's assistant, Visual design & Photography | ART GALLERY "LUIS BURGOS", MADRID

Web development with CMS. Editorial and corporate design. Digital photography and retouching.