

INMA VARANDELA

Senior Product Designer



CONTACT

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PORTFOLIO

www.particular.design

EDUCATION

2017

Certificate UX Design

General Assembly, New York

UX/UI Design Course

Neoland Digital School, Madrid

2014

Certificate Digital Cinematography

Maine Media School, Rockport, ME

2003-2006

B.F.A. Photography

IEFC, Barcelona

1999-2003

B.A. Journalism

Universidad Pontificia de Salamanca

SKILLS

- Qualitative & quantitative research
- Usability testing
- Information architecture
- Customer journey mapping
- User flow definition
- Workshops facilitation
- Interaction and visual design
- Design systems
- Art direction

TOOLS

Figma • Sketch • Principle • InVision
Zeplin • Photoshop • InDesign •
Lightroom • Illustrator

LANGUAGES

English

Spanish

ABOUT ME

Empathetic, resourceful, and strategic Freelance Senior Product Designer obsessed with the “why” of just about everything. I have the creativity to explore, the accountability to deliver, and the daring to embrace complexity. I thrive on problem-solving, not pixel-pushing, to create successful products and services based on real needs.

EXPERIENCE

Dec 2021 **Magnolia International - Basel**

Dec 2022 SENIOR PRODUCT DESIGNER

- Helped Magnolia DXP switch from an engineering focused mindset to a user-centric approach by providing a design thinking process and advocating for design and research.
- Led and conducted generative and evaluative research studies to inform product decision while improving the navigation and search experience of Magnolia authors.
- Built strategy for growing the design team and hiring designers
- Established collaboration processes with engineers and PMs to introduce design, an especially research, as an essential part of the product development process.
- Kicked off the Design System initiative by evangelizing developers, PMs and other stakeholders and auditing the current product interface.

May 2020 **ZALANDO - Berlin**

Nov 2021 PRODUCT DESIGNER

- Improved and tailored the experience for beauty customer on mobile and web apps to close the gap between offline and online beauty shopping by de-risking beauty purchases and helping customers explore new products.
- Worked end-to-end on two initiatives: free beauty samples integration across different touch points, and automated make-up advice as part of a personalized customer journey.
- Teamed up with the research team on user interviews, concept tests, surveys, usability tests and synthesis sessions.
- Participated in design sprints with other designers and stakeholders to align on priorities and define features that would impact the entire customer journey.
- Shaped user flows to introduce new features, from browsing/searching to checkout.
- Created hi-fi designs and prototypes on Figma contributing to Zalando’s design system.

Mar 2018 **Public Sentiment - New York**

Apr 2020 CO-FOUNDER & LEAD DESIGNER

- Conducted service design activities, led art direction, and defined strategy for a startup focused on community engagement.
- Ideated around best practices to integrate AI with data visualization tools to analyze peoples’ feelings and behaviors.
- Partnered with researchers, data scientists, and developers to create custom-made tools and services to capture and analyze user insights and share them with clients.

Jul 2018 **BBVA - Madrid**

Oct 2019 PRODUCT DESIGNER (CONSULTANT)

- Launched a new AI-based mobile app feature to help users manage their savings and day-to-day financial tasks that won the Bienal Iberoamericana de Diseño (BID 20).
- Cooperated with other designers, engineers, product owners, business and data analysts internationally to ensure effective delivery within an Agile methodology.
- Conducted 5 design thinking workshops with 6-7 stakeholders to define priorities.
- Created new customer journeys and user flows integrating insights from user research.
- Designed pixel-perfect final screens for mobile app and web leveraging the DS.

Feb 2018 **School House - New York**

Jun 2018 UX DESIGNER (FREELANCER)

- Redesigned Cuvée Beauty website, a luxury haircare brand, to improve the shopping experience, boost their conversion rate and refine their brand strategy and market.
- Conducted qualitative and quantitative user research and competitive analysis to set up industry benchmarks and new features proposal.
- Upgraded information architecture, created lo-fi & high-fi mockups and tested several iterations of the final prototype.