



Hello, I'm

**Cristian Martín,**

Senior Product Designer based in Barcelona

cristian-martin.com | hola@cristian-martin.com | (+34) 687 68 68 75

"I link user needs with business goals by optimizing existing human centered interfaces, conducting user researching, and defining new designs"

## SKILLS

Problem Finding  
Problem Framing  
Solution Defining  
Solution Designing

## TOOLS

Figma / Sketch  
User Testing / Smartlook  
Google Analytics  
Confluence / Jira

## TEACHING

### MASTER UX/UI

KSCHOOL 2024

Conducting sessions on Prototyping and Digital Prototyping.

## EDUCATION

### USER ZOOM ADVANCED

User testing - 2022

### USER EXPERIENCE IMMERSIVE

UXER SCHOOL - 2019

### GRAPHIC DESIGN DEGREE

EAD Sant Cugat - 2005

## LANGUAGES

### ENGLISH

Professional proficiency

### SPANISH & CATALAN

Native

### PORTUGUESE

Conversational

## EXPERIENCE

### Product Designer

Interactius | Jan 22 - Present

#### Mango | Product Designer at Logistics

Optimizing the digital alignment of logistic processes on global distribution warehouses and stores network.

- Defining and designing management features for desktop and android devices.
- Improving Salesforce platform flow for callcenter employees and customers.
- Integrating RFID technology on existing distribution and storage processes.

#### MediaPro | UX at Mediacoach

Enhancing data visualization features of Suite Mediacoach and La Liga products, aimed at technical staff and coaches of 1st and 2nd football division.

- Designing multiplatform experiences for quantitative data analysis.
- Defining processes and documentation for FE and BE implementation.
- Leading the analysis of technical requirements and legacy constraints.

#### Banc Sabadell | UX & Research lead at Mortgages

Iterating the Mortgage Loan Simulator experience, developing a 100% digital contracting process for users and employees.

- Conducting validations through moderated/unmoderated tests (User Zoom).
- Analyzing implemented iterations using quantitative data.
- Advising squads as a Research Lead on testing and research techniques.

### Visual & UX Designer

Freelance | Aug 15 - Jan 22

Managing projects for clients, advertising agencies and publishers.

- Enhancing user's usability before, during and after interaction.
- Helping brands to reach attractive visual presence according tone and target.

### Web Designer & Art Director

Farmavet E-health | Jan 12 - Aug 15

Web & Visual Designer for Healthcare Digital Marketing Agency.

- Designing responsive web and Front End coding by Bootstrap, HTML5 & CSS3.
- Managing projects with laboratories, customers and suppliers.

### Graphic Designer

Euromedice Vivactis | Sep 07 - Jan 11

- Designing for editorial projects, communication, and events.