PERSONAL INFORMATION   Pedro Moreno

📍 Juan de Juanes Street, 1. 03009 Alicante (Spain)

📱 (+34) 653489018

✉️ pedro.moreno.izquierdo@gmail.com

🖱️ www.iamperi.com

💬 Skype morenoizquierdo

POSITION   UX Designer

PROFILE

Professional of design and communication developing projects in Asia and Europe.

During the last 10 years, I have focused my career in knowing and improving usability and interaction either in Start-ups and corporates from China, Thailand and Spain.

The key is to listen and understand the needs of the customer and build appropriate guidance to develop original ideas to a sustainable and working model.

WORK EXPERIENCE

Jun 2017–Present

Senior UX Consultant and Product Designer

Activity as an independent professional:

Product designer for EntrenaPro startup.

- Mobile App for fitness professionals and athletes developed with Google Flutter in 5 months.
- Multi-role App with two differenced users interacting to create geolocated sort sessions
- Mockups and prototypes from idea to final App
- More than 40 UI screens for iOS and Android devices
- SuperAdmin and Admin panel
- Google Flutter staff has selected the App as a sample to add Google Payments features.

Product designer for NSCA Spain and USA own e-learning platform
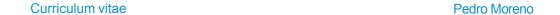
- The platform includes multi-teacher features, video lessons and live webinars
- Student-teacher interaction through boards, exams and evaluation.
- Coupon discount designed and developed with I.A. parameters to adapt offers in the future
- Payment bridge including credit card and Paypal
- Spain version reached more than 7,000 students in three months of life.

Product designer for Special Olympics FECAM

- Improving web usability for athletes with intellectual disabilities
- Sports manager system to generate weekly championships with more than 10,000 players
- Real-time score website to inform athletes' relatives about next proofs and results

UX Designer for University of Alicante and Institute of international economy

- Leading heuristic analysis for Institute of International Economy associated websites
- UX Research for online courses in Spain and LATAM.

Dec 2015–Jun 2017

CXO (Chief Experience Officer)

Miid.io, Guangzhou (China)

Miid is a 2M USD Startup established in China. Focused on e-commerce for customized products and services (using VR and 360˚ technologies)

- UX Design for Chinese and international brands in the platform
- Researching customization trends and user preferences and the adoption of VR
- Coordinating Design team through Wireframing, UI Design and User Tests
- Managing the launch of Miid's brand Walay Clothing in Thailand (Bangkok and Chiang Mai).

Feb 2012–Jan 2016

Co-founder and UX Designer

Kuiki Studio, Hong Kong (China)
I co-founded Kuiki Studio, offering Digital Product Design, development and communication for entrepreneurs and companies. **Within its more than 4 years of activity, I guided our clients' needing from scratch idea, through the wireframing stage to the final product or service.**

- Fulfilling the digital needs of companies such as Cisco Systems, Grant Thornton, Cervantes Institute, Embassy of Brazil in China.
- Managing an international team of professionals in IT and Design into Agile methodologies, to offer solutions all over China in a record time.
- Art Direction for video productions and Motion Graphics Design to communicate local and international brands in Chinese Media

Nov 2011– Feb 2012

UI/UX Designer

Lee Cooper China

Coordinating Visual Marketing for Spring/Summer Campaign for 40 shops all around China, and managing the design of the internal magazine and corporative website for China

Jun 2007–Nov 2011

UX Designer and Chief of Communication Dept.

Tescoma s.r.o. Spain Division, Alicante (Spain)

Tescoma is a Czech Multinational company of kitchenware sold in 80 countries. I managed the online commerce platform for Spain division from the wireframing stage to the user tests. I also managed brand communication for Spain in International trade fairs.

EDUCATION AND TRAINING

2017

Product Design by Google

Udacity & Google

2016

Interaction Design Specialization

UC San Diego & Coursera

2007

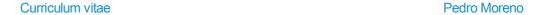## Master's Degree in Graphic Design

School of Arts, Madrid (Spain)

2006

Master's Degree in Teacher Training

University of Alicante, Alicante (Spain)

2004

Degree in Advertising and Publics Relations

University of Alicante, Alicante (Spain)

PERSONAL SKILLS

Job-related skills
- Product Design
- UI/UX Design
- Graphic Design
- Motion Graphics
- Art Direction
- Team Management
- Teaching skills
- Agile Methodologies

Digital skills
- Sketch
- Balsamiq
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere & AfterFX
- InvisionApp
- Asana/Trello/Monday

Other skills
- Creativity
- Communication
- Responsibility
- Problem Solving
- Team Work
- Sense of humor