

# Pedro Moreno

Digital product creator

## PROFILE

I create digital products from scratch to App, WebApp or MVP.

During the last 10 years, I've focused my career on understanding user needs and designing and managing digital products with my team of designers and developers.

I've worked with start-ups and corporates from China, Thailand, Singapore, Spain, USA or Mexico.

## PERSONAL INFORMATION

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Skype: morenoizquierdo  
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## WORK EXPERIENCE

### PRODUCT MANAGER FOR SPACE NEXT DOOR

*(Currently)*

- Head of product in "One Space": Self-storage Property Management Software built from scratch for Space Next Door, to cover needs of self-storage companies in Singapore, South-Korea, Thailand and Japan.

### UI/UX DESIGNER FOR MOVISTAR SPAIN AND MOVISTAR PERU

- Interface design for Movistar Multicloud invoicing system on interaction with Azure, AWS and Huawei.
- System Design improvement for Movistar interface and Cloud Blue API processes.
- Customer Journey design for Microsoft Azure and Amazon AWS cloud selling in Spain and LATAM.
- User Experience research for main usage of Multicloud in Spain, Mexico and Peru .

### PRODUCT MANAGER FOR ENTRENAPRO STARTUP (UI/UX DESIGN AND IT TEAM MANAGEMENT)

- Mobile App for fitness professionals and athletes developed with Google Flutter in 5 months.
- Multi-role App with two differenced users interacting to agree geolocated sport sessions.
- Mockups and prototypes from idea to final App.
- More than 40 UI screens for iOS and Android devices, SuperAdmin and Admin panel.
- Google staff has featured the App as a sample of Flutter usage.

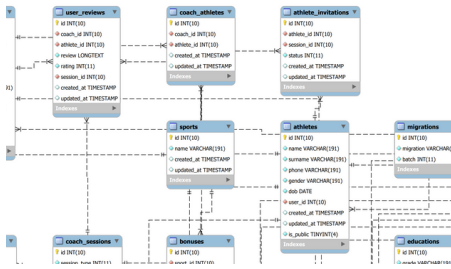
### PRODUCT MANAGER FOR NSCA SPAIN AND USA'S OWN E-LEARNING PLATFORM

- Platform includes multi-teacher features, video lessons and live webinars.
- Students-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's 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.
- Sport 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.

## WORK EXPERIENCE (Cont.)



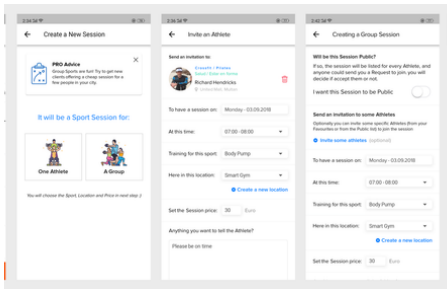
### SENIOR UX CONSULTANT FOR UNIVERSITY OF ALICANTE AND INSTITUTE OF INTERNATIONAL ECONOMY

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

### SENIOR UX CONSULTANT AND PRODUCT DESIGNER Dec 2015-Jun 2017

#### *Miid.io, Guangzhou (China)*

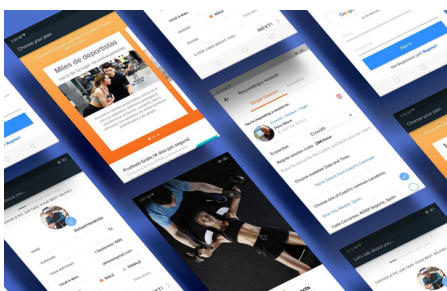
Miid is a 2M USD Startup established in China. Focused on e-commerce for customized products and services (using VR and 360° technologies)



- 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).

### CO-FOUNDER AND PRODUCT DESIGNER Feb 2012-Jan 2016

Kuiki Studio, Hong Kong (China) | 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. Coordinating Design team through Wireframing, UI Design and User Tests.
- Art Direction for video productions and Motion Graphics Design to communicate local and international brands in Chinese Media.

## Digital skills

- Sketch
- Balsamiq
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere & After FX
- InvisionApp
- Asana/Trello/Monday/Jira/ClickUp

## Other skills

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

## Job-related skills

- Product Management
- Product Design
- UI/UX Design
- Systems Design
- Graphic Design
- Motion Graphics
- Art Direction
- IT Team Management
- Remote Work
- Teaching skills
- Agile Methodologies

## WORK EXPERIENCE (Cont.)

### UI/UX DESIGNER

Nov 2011- Feb 2012

#### *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 corporate website for China.

### UX DESIGNER AND CHIEF OF COMMUNICATION DEPT.

Jun 2007-Nov 2011

#### *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)

