

Pedro Moreno

Digital product creator

PROFILE

Throughout the last 10 years, I have dedicated my career to understanding the needs of individuals and businesses in order to create digital products from scratch.

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

PERSONAL

INFORMATION

Email: hola@iamperi.com
Portfolio: iamperi.com

WORK EXPERIENCE

PRODUCT DESIGNER / PRODUCT MANAGER

Feb 2022 – Ongoing

i4tech. Thailand, Singapore, Vietnam

- Conducting UX research for digital transformation in industrial processes.
- Enhancing UI Design for human interfaces in smart factories

Festina Watches. Spain, Switzerland, Thailand

- Designing and developing a financial WebApp from scratch.
- Designing and developing property management software from scratch.

PRODUCT LEAD

Jan 2021 – May 2022

Space Next Door. Singapore, Thailand, Korea, Japan

- Leading the design and development from scratch to MVP of a Property Management Software for the self-storage industry.
- Researching the need to digitalize self-storage processes in Singapore, South Korea, Thailand, and Japan.
- Defining priorities with the development team and product design team.

UX LEAD

May 2019 – Oct 2019

Telefónica Movistar. Spain, México, Perú.

- UI/UX Design for Movistar Multicloud invoicing system on Azure, AWS and Huawei.
- Rebranding for Movistar Multicloud logo and video tutorials
- Conducting UX research for Multicloud usage in Spain, Mexico and Peru .

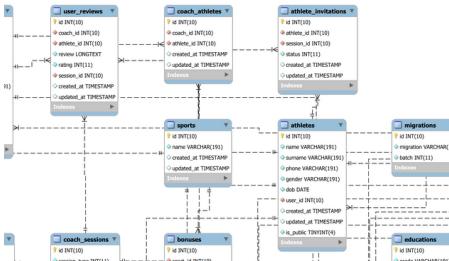
PRODUCT MANAGER FOR FITNESS MOBILE APP

Contractor since 2018

EntrenaPRO, Spain

- Geolocated multi-role App for fitness coaches and athletes
- Built from scratch from prototypes to iOS/Android MVP.
- More than 40 UI screens for iOS and Android devices, SuperAdmin and Admin panel.
- Awarded by Google as a use case of Google Flutter possibilites.

WORK EXPERIENCE (Cont.)



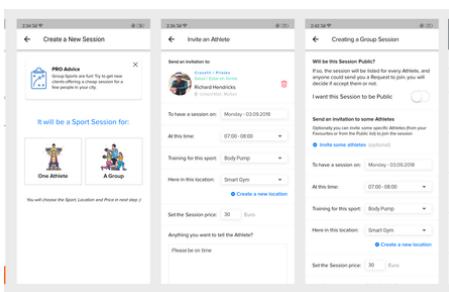
Example of Database Design

PRODUCT MANAGER FOR E-LEARNING PLATFORM

Contractor since 2018

NSCA, Colorado Springs (USA) / Madrid (Spain)

- LMS Platform design from scratch with multi-teacher features, video lessons and live webinars.
- I.A. logic to add future discounts.
- Exams, internal communication, and Payment bridge.
- 8,000 online students in three months of life.



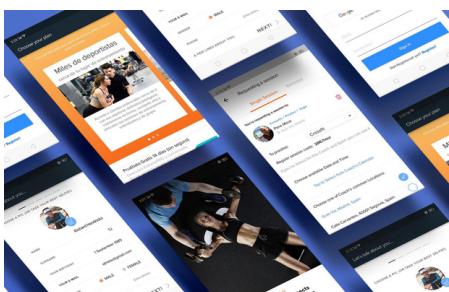
Example of UX/UI Design

PRODUCT DESIGNER FOR SPORTS WEB APP

Contractor since 2014

Special Olympics FECAM, Albacete (Spain)

- Building a WebApp from scratch to manage sports Championships for 10.000 athletes with intellectual disabilities.
- Designing a system to get real-time scores



Example of UX/UI Design

SENIOR UX CONSULTANT

Consultor since 2015

International School of Economy, Madrid (Spain)

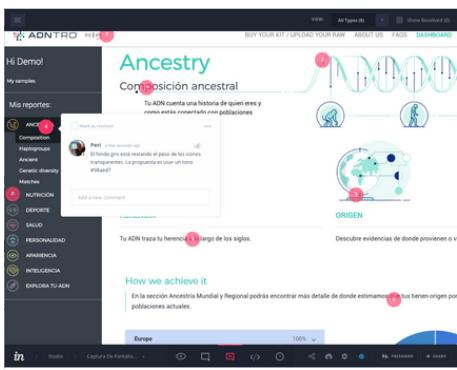
- Leading heuristic analysis for Institute of International Economy and associated websites.

SENIOR UX CONSULTANT AND PRODUCT DESIGNER

Dec 2015 – Jun 2017

Miid.io, Guangzhou (China)

- Designing e-commerce platform for customised 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.
- Managing team through Wireframing, UI Design and User Tests.
- Managing Miid's brand Walay Clothing in Thailand



Example of UX/UI Design

WORK EXPERIENCE (Cont.)

Digital skills

- Sketch
- Balsamiq
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After FX
- InvisionApp
- Jira/Trello
- Asana/Monday/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
- Video Edition
- IT Team Management
- Remote Work
- Teaching skills
- Agile Methodologies

CO-FOUNDER / PRODUCT DESIGNER

Feb 2012 – Jan 2016

Kuiki Studio, Hong Kong

- Designing digital products from ideation to final MVPs.
- Improving digital solutions for Cisco Systems, Grant Thornton, Cervantes Institute, and the Embassy of Brazil in China.
- Managing an international team with Agile methodologies, offering solutions throughout China in record time.
- Producing videos and motion graphics for brands in Chinese media.

UI/UX DESIGNER

Nov 2011 – Feb 2012

Lee Cooper, Beijing (China)

- Designing editorial content for the corporate magazine.
- Designing interiors for the opening of 40 stores throughout China.

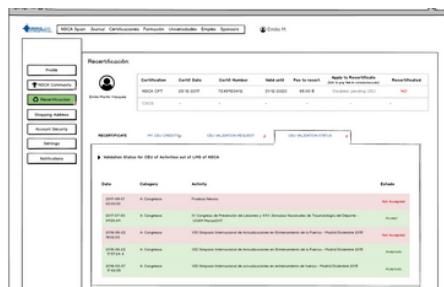
UX DESIGNER AND CHIEF OF COMMUNICATION DEPT.

Jun 2007 – Nov 2011

- **Tescoma s.r.o. Spain**
- Managed the online commerce platform for the Spain division of Tescoma, a kitchenware brand sold in 80 countries
- Oversaw brand communication for Tescoma Spain at international trade fairs.

EDUCATION AND TRAINING

- **2017** - Product Design by Google. Udacity & Google.
- **2016** - Interaction Design Specialization UC San Diego & Coursera.
- **2009 - 2010** - Master's Degree in Graphic Design School of Arts, Madrid (Spain)
- **2008 - 2009** - Master's Degree in Teacher Training. University of Alicante, Alicante (Spain)
- **2004 - 2008** - Bachelor in Advertising and Public Relations. University of Alicante, Alicante (Spain)



Example of Mockup Design



Example of UI Design



Example of User Persona Design