LETICIA SERRA
FERNÁNDEZ-VICTORIO

UX/UI Designer

Product Owner

Product Designer

Branding

Graphic designer

Digital marketing

Advertising

CRO

B2B - B2C

LANGUAGES

SPANISH: Native

ENGLISH: Bilingual

FRENCH: Basic

CONTACT

Address: Serrano 228
28006, Madrid, Spain

Phone: +34 659086057

E-mail:
Leticiaserrafv@gmail.com

PORTFOLIO

www.leticiaserra.com

WORK EXPERIENCE

CodeSwiftr: Product Owner - UX/UI (Rumania)
Apr 23 - Apr 24

Conceptualization
Prototyping
UI Design
UX analysis

Dubit limited: UX/UI - Game Product Designer (UK)
Mar21 - Mar 23

Norwegian Cruise Lines/Sunsilk/Hooked on phonics/Letterland

Conceptualization - Create games + Roblox + metaverse
Game designs and interfaces
Translate concepts into user-centred deliverables UX analysis

Zeeker Solutions: Product Owner - UX/UI Designer
Nov19 - Mar 21

Bridgestone/Gilmar/Loomis

Branding & Web/App Design
Assistance in the conceptualization of business projects
Value propositions with navigable mock-ups

Finect: Marketing & Graphic Design
Nov 17 - Aug18

Graphic desginer UX/UI, Newletter Design,
Emailing, Web, Ads for clients, Sketch, Adobe,
MailChimp, Branding, Google Analytics.
In charge of all designs, UX/UI, Events Tickets design,
Emailing, Presentations, Roll Ups, Adobe, Sketch,
International Communication Design, Branding.

Grey: Accounts team
Mar16 - Sep16

Volvo /Domino's Pizza

Competitive Analysis, Traductions, Emailing,
Direct contact with creative, Radio Spots Creation.

ACADEMIC TRAINING

Ironhack : UX/UI

Villanueva University : Advertising and PR / Digital Marketing

SKILLS

Photoshop	Figma	Sketch
After Effects	Html (Bacic)	B2B / B2C
InDesign	Css (Basic)	Design Thinking
Illustrator	Google Analytics	Agile
Accesibility	Jira	Team Management