

LETICIA SERRA
FERNÁNDEZ-VICTORIO



AREAS OF EXPERTISE

UX/UI Designer
Product Owner
Product Designer
Branding
Graphic designer
Digital marketing
Advertising
CRO
B2B - B2C

LANGUAGES

SPANISH: Native
ENGLISH: Bilingual
FRENCH: Basic

CONTACT

+34 659086057
Leticiaserrafv@gmail.com
www.leticiaserra.com



WORKING EXPERIENCE

Spiralia Events: Marketing & Design Manager

Apr 25 - Present

Brand identity & visual communication design.
Website & UI design.
Creative direction & merchandising design.
Creative project development from brief to final execution.
Video editing & basic After Effects.
Event organization.

CodeSwiftr: Product Owner - UX/UI (Romania)

Apr 23 - Jan 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 designer UX/UI, Newsletter Design,
Emailing, Web, Ads for clients, Sketch, Adobe,
MailChimp, Branding, Google Analytics.
International Communication Design, Branding.

Grey: Accounts team

Mar16 - Sep16

Volvo /Domino's Pizza

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



EDUCATION

Ironhack : UX/UI Design

Villanueva University : Advertising and PR
: Digital Marketing



SKILLS

Brand Design
Web UX/UI Design
Creative Direction
InDesign
Illustrator
Photoshop
After Effects
Sketch
Figma
XD
Jira

Wordpress
Html (Basic)
CSS (Basic)
Google Analytics
Team Management
B2B / B2C
Agile
Accessibility
Design Thinking

ABOUT ME

Creative designer with a background in Advertising, Digital Marketing and UX/UI Design.

Passionate about creating meaningful brand identities, digital experiences and visual solutions that combine creativity, functionality and user-centred thinking.

I believe in the uniqueness of every project and put the best of my self in everything i do.