



felipe sotoca

Senior UX Designer

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Madrid, Spain

Work Experience

FROG DESIGN / SENIOR UX DESIGNER

SEPT 2020 - PRESENT

I working alongside with Movistar, in the Network Tokenization Team. Creating a rewarding system called "Movistar Tokens" for users.

CAMILO JOSE CELA UNIVERSITY / UX DESIGNER

FEB 2018- SEPT 2020

I led the digital rebranding for Camilo Jose Cela University. I was the main UX Designer. I'm working in a design system that work for all kind of websites and digital content. I contributed to all new visual appearance of university digital ecosystem.

KIMIA / UX DESIGNER

AUG 2017 - DEC 2017

I worked in the UX department of Kimia Solutions, a online advertising technology group providing innovative solutions across the digital marketing ecosystem. The firm wanted to create a new brand and I collaborate to branding tasks and UI design for the Back Office platform.

OMD MEDIA AGENCY / INTERACTIVE DEVELOPER

FEB 2016 - AUG 2017

I collaborated with the OMD Media Agency, mainly with client Hasbro Co, but also with in-House developers as Project Management to coordinate a wide range of cross-media projects. I was also involved in the creative department, making landing pages and digital concepts for the campaigns. I also assisted and taught in AEM to the Hankook's marketing team.

WOXTER / UX-FRONT DEVELOPER

OCT 2014 - FEB 2016

I designed, developed and launched 2 e-commerce websites for the Spanish Tech Company Woxter (both based on Prestashop).

I rebranded the first company and created all digital brand materials for smartGyro, the hoverboard subbrand.

Education

NEOLAND / UX DESIGN IMMERSIVE

SEPT 2018 - DEC 2018

JAVASCRIPT COURSE / ASOCIACIÓN ESPAÑOLA DE PROGRAMADORES (AEPI)

SEPT 2018 - DEC 2018

MASTER IN VISUAL DESIGN AND FRONT-END DEVELOPMENT / TRAZOS SCHOOL

SEPT 2018 - DEC 2018

BACHELOR IN AUDIOVISUAL COMMUNICATION / URJC UNIVERSITY

SEPT 2018 - DEC 2018

Focus

METODOLOGY: SCRUM, Agile, Kanban

EXPERTISE: Design System focused, End-to-end Product Design, Atomic Design & Design System, Project Management, Product, Strategy

SOFT SKILLS: Self Starter, Detail oriented, Flexible and Communicative

Languages

ENGLISH Fluent

SPANISH Native

GERMAN Fluent

Tools

DESIGN: Sketch, Adobe CC, Figma, Balsamiq, Principle, Visual Studio, Moqups, InVision, Branding, UI/UX, Avocode Writer, Abstract, Accessibility, Prototyping, Wireframing, Invision, Zeplin

CODE: HTML, CSS, Javascript, Wordpress, Prestashop, Sass, jQuery, Git

ANALYTICS: Google Analytics, Google Studio, Hotjar, Data analysis, Task analysis & persona, A/B Testing & Experiment