

# felipe sotoca

UX Designer

**felipesotoca.com**

felipe.sotoca@gmail.com

phone: (+34) 644 483 199

Madrid, Spain

## Work Experience

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### **CAMILO JOSE CELA UNIVERSITY / UX DESIGNER**

FEB 2018 - PRESENT

Currently, I lead the digital rebranding for **Camilo Jose Cela University**. I am 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.

### **UX FREELANCE / UX DESIGNER**

JUN 2016- CURRENT DAY

I design, develop and launch all kinds of websites for digital products and services across all business sectors. I am comfortable working in teams remotely or developing end-to-end products for my clients, accompanying them over the course of the entire process (analysis, research, wireframes, ui, prototyping and development).

### **KIMIA / UX DESIGNER**

AUG 2017 - DEC 2017

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

### **OMD MEDIA AGENCY / INTERACTIVE DEVELOPER**

FEB 2016 - AUG 2017

I collaborated with the **OMD Media Agency, Hasbro Co.** (my main client) and 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 teached in AEM to the Hankook's marketing team.

### **WOXTER / UX-FRONT DEVELOPER**

OCT 2014 - FEB 2016

I designed, developed and launched two 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

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### **UX DESIGN IMMERSIVE COURSE / NEOLAND SCHOOL**

SEPT 2018 - DEC 2018

### **JAVASCRIPT COURSE / ASOCIACIÓN ESPAÑOLA DE PROGRAMADORES (AEPI)**

JAN 2018 - APRIL 2018

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

SEPT 2013 - JUN 2014

### **BACHELOR IN AUDIOVISUAL COMMUNICATION / KING JUAN CARLOS UNIVERSITY**

SEPT 2009 - JUL 2012

## Focus

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### **END-TO-END DIGITAL PRODUCT DESIGN**

### **BRAND IDENTITY**

### **PROJECT MANAGEMENT**

### **DESIGN SYSTEMS**

### **HUMAN CENTERED DESIGN**

## Tools

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**DESIGN:** Sketch, Adobe CC, Balsamiq, Principle, Visual Studio

Branding, UI/UX, Graphic Design, Accessibility, Prototyping, Wireframing, Invision, Zeplin, Maze.

**LANGUAGES & VERSION CONTROL:** HTML, CSS, Javascript, Wordpress, Prestashop, Sass, jQuery, Trunk (for Sketch), Git.

**METODOLOGIES:** Agile (SCRUM), Atomic Design, fluent in Jira and Asana.

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

**PRODUCT MANAGEMENT & SOFT SKILLS:** Self Starter, Detail Oriented, Flexible, Communicative, German (B2 level), Spanish (Native Speaker).