Ángela ◆ Duarte

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UX/UI Designer | Web Designer | Visual Designer

Meticulous, decisive and empathetic professional with +3 years of experience creating intuitive and user-centric digital products. Specialised in web design, prototyping and optimisation of digital experiences. Passionate about transforming ideas into functional and attractive interfaces that drive conversions.

EXPERIENCE 💼

Web & UX Design, Digital Marketing, Graphic Design

The Digital Zone   Oct 2021 — Sep 2024
Creation, maintenance and KPI optimisation of +30 websites, from initial briefing to full WordPress development with Elementor (including several online shops with WooCommerce), for clients in 7 countries in Europe and Latin America. Creation of wireframes in Figma. Implementation of UX strategies based on user research. Effective communication with developers, teams, product managers, clients and other stakeholders. Creation of +10 logos and brand identity. Technical SEO tasks for web and social media.

Web & UX Design, Digital Marketing, Graphic Design

10 Atmósferas Estudio   Dec 2020 — Jun 2021
Design of wireframes and web prototypes for internal use and for clients. Web and social media maintenance. Copywriting and writing for blog posts and social media. Client meetings. Planning of content calendars. Development of web and social media creative. Technical SEO tasks for web and RRSS.

Web & UX Design, Graphic Design

Freelance Web Design   May 2020 — Oct 2021
Creation of websites for various clients and types of business. The whole process: planning, client meetings, brand identity and logo, web design and web development in WordPress.

Web & UX Design, Digital Marketing, Graphic Design

Ensalza   Jan 2020 — Apr 2020
Creation and maintenance of WordPress websites. UX research, wireframing, conceptualisation of ideas with the client, brand manuals for the client.

Graphic Design Internship

Ocaso Seguros   Dec 2016 — Mar 2017
Internship in the Marketing Division. Creation of logos and manuals for internal and client use. Preparation of final artwork and corporate material for use in the company's branches. Presentation of internal projects to both managers and employees.

MORE INFO & CASE STUDIES → angeladuarte.es

EDUCATION ⬡

Master in User Experience & User Interface Design

EDIT. Disruptive Digital Education Madrid   2017 — 2018
I learned the basics of UX/UI. Master taught by professionals and mentors from the Redbility agency.

Degree in Design

Universidad Complutense de Madrid   2013 — 2017
I acquired a solid theoretical and practical grounding in several areas of Design, including: graphic and web design, photography, 3D modelling and animation, history.

COMPLEMENTARY TRAINING 📖

Web Design, HTML & CSS Course (150h)

ESDIMA Escuela de Diseño de Madrid   2019
I learned the basics of HTML and CSS.

Figma Course

EDIT. Disruptive Digital Education Madrid   2018
Figma Workshop. Course taught by professionals and mentors from the Elastic Heads agency.

Customer Experience & Digital Transf. Course (40h)

Cámara de Comercio de Lanzarote   2017
Course focused on understanding customer behaviour and developing strategies to optimise sales targets.

SKILLS & TOOLS ❖

UX/UI

Skills: UX Research | UX Testing | Design Systems
Prototyping: Figma | Sketch | Adobe XD | Miro

Web

WordPress: Elementor Pro | WooCommerce | LearnDash
Front-End: HTML | CSS

Design

Adobe Creative Cloud: Illustrator | Photoshop | InDesign

Marketing

SEO: Google Analytics | Search Console | SemRush | Metricool

Languages

Spanish: Native
English: High (C2 - Cambridge Advanced English Exam, 2023)
Italian: Intermediate