



Senior UX/UI Designer and Consultant with experience delivering user-centred solutions for B2B and B2C applications. I translate product visions into effective design strategies by aligning **business goals, user needs, and design decisions**, defining vision, personas, user journeys, and prototypes. I research, design, and implement **high-fidelity interfaces and design systems** using **low-code platforms, CSS/SCSS, and React Native**. With a **multidisciplinary background**, I bridge **design and development** to create seamless, end-to-end UX.

Experience

Siemens Digital Industries Software

Senior UX/UI Designer

2022 - Present

- **Design sprints:** Lead sessions with customer to define project objectives, identify user frustrations and goals, and enhance user experience while aligning with business needs.
- **UX/UI Design:** Create and iterate on sketches, wireframes, and high-fidelity mockups, incorporating feedback from product owners and stakeholders.
- **Implementation:** Develop and implement design systems, style guides, and prototypes using Mendix Modeller, SCSS (web apps), and React Native (mobile apps).
- **Agile and scrum:** Work in Agile teams, ensuring iterative development and continuous customer feedback to deliver minimum viable products at each stage.

Cyberdog

Multidisciplinary Designer

2017 - 2022

- **E-commerce UX:** Improved customer journeys to enhance conversion rates and brand engagement.
- **Digital design:** Created visual assets for email marketing, social media, website, and app.
- **3D fashion design:** Designed virtual clothing for Cyberdog's digital fashion line.
- **Events and marketing:** Planned and hosted live and virtual events, collaborating with marketing, events, and PR teams.
- **Content production:** Assisted in post-production of images and videos for digital use.
- **Market research:** Monitored industry trends and competitors to inform design and marketing strategies.
- **Fast-paced execution:** Delivered creative solutions under tight deadlines in a dynamic environment.

Education

Goldsmiths, University of London

MSc, User Experience Engineering. Grade: Distinction.

University of the Arts London

BA, Information & Interface Design. UX Design. Grade: First Class Honours.

Certifications

Certified ScrumMaster

Mendix Rapid Developer