Esther Acosta *Cumplido*

UX Researcher & Product Designer

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Experience

Product Designer/UX Researcher - Sngular (2022-present)

- ▸ **Tasks -** User interviews, Survey, Card sorting, Usability testing, Heuristic analysis, Data analysis, User recruitment, Wireframes and more
- ▸ **Tools -** Figma, Figjam, TargetProcess, SPSS, Spark, Google meet, Google Drive, Notion, Optimal Workshop, Miro, Zoom and more
- ▸ **Clients -** Decathlon, InfoJobs, Abanca, Inditex, Oysho

Teacher - UCM (2023-present)

- ▸ Teaching the Customer Experience Management Master

Tutor - Píldoras UX & Uxer School (2022-present)

- ▸ Masterclasses & group/individual mentoring at Pildoras UX and tutor on the Design Research specialisation course at Uxer School.

UX/UI Designer - Shaper by Atmira (2021-2022)

- ▸ **Tasks -** Interaction designer (IxD) in financial and pharmaceutical services focused on UI Kits, forms, tables, dashboards, workshops Design and more
- ▸ **Tools -** Figma, Figjam, Jira, Sharepoint, Notion...
- ▸ **Clients -** Cesce, BME, Cantabria Labs, SIREC...

UX/UI Designer - Freelance (2020-2021)

- ▸ **Appogeo Digital -** Heuristic Analysis of the Clever Care website
- ▸ **Now-u -** Empowerment of women to improve the experience at work [Lean]

UX/UI Consultant (2020)

- ▸ **Ministerio de Agricultura, Pesca y Alimentación** (2019-2020)
  - • Document Digitalization & Graphic Designs
  - • Application Beta Testing

Digital Consultant (2019)

- ▸ **Ayuntamiento de Fresnedillas de la Oliva/ Madrid** (2019)
  - • Customer Centric Digital Transformation for the Museo Lunar
  - • Web Contents & Product Design

Content Writer (2016-2020)

Science Researcher (2013-2017)

Education

- ▸ **UX/UI Design Bootcamp** at **Neoland** - Madrid
- ▸ **Master degree** in **Calidad y Seguridad Alimentaria** at **Camilo Jose Cela University** - Madrid, 2020
- ▸ **Master** in **Virology** at **Complutense University of Madrid** - Madrid, 2016
- ▸ **Bachelor degree** in **Biology** at **Cordoba University** - Córdoba, 2015

Certifications

- ▸ **Course Artificial Intelligence for Product Discovery & Product Design -** Platzi
- ▸ **Course ChatGPT para Product Designers -** Platzi
- ▸ **Course "Advanced Program in Agile Project Management. SCRUM" -** ESI
- ▸ **Certificate "Contentsquare Expert" -** Contentsquare
- ▸ **Certificate "Contentsquare Insights" -** Contentsquare
- ▸ **Course "User Research" -** Platzi
- ▸ **Course "Data Driven Design" -** Kschool
- ▸ **Certificate "Contentsquare Fundamentals" -** Contentsquare
- ▸ **Course "UX: Investigación cuantitativa" -** Crehana
- ▸ **Workshop "Taller Data Driven Design" -** La Nave Nodriza

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UX Skills

Design Thinking methodology to speed up work processes. Also familiar with **Agile** methodologies such as **Sprint, Lean UX, SCRUM** and **Kanban**

Research: I have used both **qualitative** (interviews & tests) and **quantitative** (surveys & data analysis) methodologies and different techniques such as screener surveys, contextual inquiry, user and stakeholder interviews, benchmark analysis, with **Paper, Drive, Pasteapp, Google forms, Typeform, Google Trends** and more

UX artifacts creation: personas, user journeys, user flows, user tasks and more

Usability: facilitation of lean and remote user tests providing clear goals and task scenarios

Information Architecture: **heuristic evaluation, taxonomy** and **navigation analysis, sitemap creation, card sorting management**

Testing process and MVP iteration with metrics analysis such as **Test A/B, Heat Map,** and **Google Analytics**

Organization and Collaboration Skills

Project management and task coordination structuring user stories with **Trello, Airtable, Gitbook, Target Process & Jira**

Collaborative tools such as **Google Drive, Google meet, Slack, Discord, Zoom, Microsoft Teams, Figjam or Miro**

Languages

▶ **Spanish** – Native

▶ **English** – Intermediate

UI Skills

Visual design principles: **layout, typography** and **color theory**

Experience with **desktop-first** design, **responsive** design

Attention to detail (**Pixel Lover Perfect**) and comfort designing with the **12-column Grid (64px)** and **8pt Grid**

Wireframing with **Figma**

Visual design with **Figma** – Rapid screens prototyping with **Marvelapp**

Accustomed to working under **Design Systems,** Material Design o Atomic Design, **UI Kits** and **Style Guides**

Programming Skills

Well acquainted with **HTML 5** and **CSS** semantics. Code editors such as **Visual Studio Code** and **CodePen**. Inclusion in processes of handoff tools such as **Zeplin** and **Frameworks** such as **WordPress**

Soft Skills

Critical Thinking and Organizational
Teamwork and Adaptability
Time and Conflict Management
Positive attitude and Resilient
Communication and Openness to criticism
Leadership and Resourcefulness

Technology Stack

Jira	Hotjar	Trello	Sketch	Figma	Notion
Sharepoint	Google Analytic	HTML+CSS	Zeplin	Miro	Gitbook
Target Process	Contentsquare	Canva	Airtable	Slack	
WordPress	Data/Looker Studio	Maze	Marvelapp	Discord	