



Esther Acosta

Cumplido

UX Researcher & Product Designer



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Experience

Product Designer/UX Researcher – hiberus

(2024–present)

- ▶ **Tasks** – User interviews, Survey, Card sorting, Usability testing, Heuristic analysis, Data analysis, User recruitment, Wireframes and more
- ▶ **Tools** – Figma, Figjam, redmine, Teams, Google Drive, Optimal Workshop, Miro and more
- ▶ **Clients** – Turismo Castilla-La Mancha, Creand Andorra, Cruz Roja, Forum Sport, Gobierno de Navarra, Sanitas, Corte Inglés

Product Designer/UX Researcher – Sngular

(2022–2024)

- ▶ **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 – Pildoras 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)

- ▶ Appgeo 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 degree 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 Insights" – Contentsquare



Certifications

- ▶ Course "User Research" – Platzi
- ▶ Course "Data Driven Design" – Kschoo
- ▶ Certificate "Contentsquare Fundamentals" – Contentsquare
- ▶ Course "UX: Investigación cuantitativa" – Crehana
- ▶ Workshop "Taller Data Driven Design" – La Nave Nodrina

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 **Drive**, **Google forms**, **Typeform** 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**, **Redmine**, **Gesproy** & **Jira**

Technology Stack

Redmine

Trello

Target Process

Jira

Hotjar

Google Analytic

Contentsquare

Data/Looker Studio

Figma

Miro

Slack

Discord

Sharepoint

Notion

Gitbook

WordPress

Sketch

Airtable

Marvelapp

HTML+CSS

Maze

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

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 **CodePen**. Inclusion in processes of handoff tools such as **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

Languages

- ▶ Spanish – Native

- ▶ English – Intermediate