



# 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 – 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 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" – Kschool
- ▶ Certificate "Contentsquare Fundamentals" – Contentsquare
- ▶ Course "UX: Investigación cuantitativa" – Crehana
- ▶ Workshop "Taller Data Driven Design" – La Nave Nodriza

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

Made in Figma

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