



David Rebollo

UX · UI

UX Research Modus Operandi

I must confess. I love UI, but I feel especially fascinated by all those pillars that sustain great UX. From first phases of Bench and Heuristic to a well-focused and targeted Research plus a complete prototyping, so optimized that may even seem simple.

· Metodology ·

Agile, Design Thinking, Design Sprint, Lean, MVP's, Scrum Development, etc.

· Investigation ·

Qualitative & Quantitative. Interviews, questionnaires, surveys, focus group, safari, user persona, user journey, benchmarking, empathy maps, DAFO (& FO-FA-DO-DA), ethnography, netnography.

· Implementation ·

Flowcharts, card sorting, sitemap, wireflows, análisis heurístico, findability, heatmaps, análisis de navegación, etc.

· Iteration's Validation ·

Online & face-to-face user interview, AB Testing, Maze Testing, Google Analytics, Hotjar for results analysis.

UI Skill

· Background ·

Visual Design essential principles: Gestalt Laws, tipografía, color bases, perspective y proportion, UX / UI & SEO copywriting.

· Responsive Design and Prototyping ·

Wireframing, Sitemaps, Miro, Figma, Whimsical, Adobe Ps, Premiere Pro, XD.

· Design Systems ·

Ability to create and update component libraries, style & tone corporate guides and UI kits.

Me. Myself. I.

In a kind way, I see myself as someone quite curious. OK, I'm not like my cat, but I love to dissect and analyze to understand how it all works. The chain-effect that all things have over each other is something that really gets me hooked. And the UX - UI world is being years rewarding me with answers and even more questions.

Contact

dr.sierra89@gmail.com
645 106 594 · Barcelona

My sites

[linkedin.com/in/dareuxui](https://www.linkedin.com/in/dareuxui)
dareuxui.com · (Portfolio)
dr-sierra89.medium.com

| Experience

NATEEVO · Front & Back End UX Design (2023 -)

· **Volkswagen Group (Volkswagen · SEAT · Cupra · Skoda)** · Design, implementation and maintenance of In-Car WebApps and Baselines (Shop, Legal, Update, Service, etc) working alongside with Design Teams and developers & Code | Design Systems | Migrate Sketch to Figma | **Sketch · Zeplin · Jira · Visual Studio Code · Figma · DevStack · Confluence · Joomla**

HABITANT · UX / UI Design & Research (2022 - 2023)

· **Iberdrola** · Low & High-Fi Prototyping, Research, Audit & Heuristics, Nav. Systems.
· **LaLigaFantasy** · L&H Prot, User Research, Benchmark, Design Systems, Nav. Systems.
· **Navidul** · Low & High-Fi Prototyping, Full Re-designing, Research, Audit, WebMapping.
· **COVAP** · Low & High-Fi Prototyping, Full Re-designing, WebMapping, Nav. Systems.

UX / UI Design & Research · Side Projects (2018 - today)

· **Feelfeed** · Site & videocase of a Nature - Health Product, On&Off | **LeanStartup**
· **PSide** · Creation and web development + psychology therapy App | **DesignThinking**
· **TechHall** · Infrastructure design On&Off + Digital literacy App | **DesignThinking**
· **Software** created to improve auditive comprehension on digital banking | **CaseStudy**
· **MyWatio** · App design for electric consumption regulating devices system | **DesignSprint**

B2B & B2C Management · Datem Gr. | Servinform (2018 - 2020)

· Administration, Leads Management, Claiming, Digital MKG, SEO, Refounding, TeleMKG.

Advertising Copywriter · Talking Design Studio | Evil Love | Drop and Vase | Arena Media | Somos Acme | AMTCom | Freelance (2013 - today)

· Creative copywriting ON/OFF, benchmarking, pitches, concept & brand strategy, Social Media, voice actor, video edition, content copy, emailing, 360 integrated brand campaigns. *Wallapop · Cinergia · Damm · ERC · Gaes Junior · Enaire · Banc d'Aliments · Superstudio · ...*

SEO & Dig. MKG · Click Consulting | BlackPug | ADmanMedia (2014 - 2017)

· SEO Anlaysia and Copywriting, Ecommerce, content copywriter, community manager, web health, influence strategy, sponsorships, AB Testing. Usage of Google Ads, SemRush, Trello, Mailchimp, Hootsuite, Screaming Frog. *Gallina Blanca · IKEA · Aliexpress · Volvo · ...*

| Formation

Bootcamp UX / UI · Neoland Madrid (2021)

· Profesional specialization in User Experience, interface design and UX Research. Digital Product creation, implementation & design, Visual Design, Depth Research, Mobile First Methods and DCU. Experience working with methodologies such as Agile, Design Sprint, Design Thinking, Lean, Scrum, etc. · **Figma · Trello · Miro · Maze · Canva · Wordpress**

Advertising Copywriting | Complot Escuela de Creativos (2018)

· Creative dive in creative copywriting speciality, integral creative processes, creation & conceptualization, 360 campaign ideation, storytelling and Digital Ads.

Degree & Master | ESERP Business School (2011 - 2016)

· High degree en Advertising, MKG and PR. Creative Advertising Master.