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Barcelona

Ma José de Juan

Product Owner & CRO Product Designer

Expertise

Adobe Suite | Figma
InVision | Zeplin | HTML | CSS
Notion | Airtable

Languages

Spanish ●●●●●●●●●●
Catalan ●●●●●●●●●●
English C1 ●●●●●●●○●○

Skills

Data Driven & CRO Designer
Remarkable timing and
resource management
Persistent and Communicative
Cooperative and Conscientious
Detail-oriented and Proactive

Education

2021
Data Driven & CRO (200h)
(Spain). Gen/D. Madrid

2007 – 2008
**Postgraduate in Photographic
Direction.**
(Spain). ESCAC. Barcelona

2006 – 2007
**Master in Art Direction and
Production Design.**
(Spain). ESCAC. Barcelona

Key Skills

During the last eight years, my work has revitalised design processes to gain more weight in the business structure. I seek the positive impact that arises from my activity and translates into both visible metrics and results. I have provided dynamism and structure to the interface design processes of multiple digital projects. My technical knowledge serves as a communication bridge between technical profiles and advertisers.

- Data driven vision and expertise
- Design and development **team management and leadership experience**
- High and low-resolution **prototype design**
- Multimedia design and website **coding** (HTML & CSS)

Experience

Product Owner & CRO Product Designer

2014 – present | OHMM Different Media Concept | Barcelona

I have worked leading the **design** of interfaces and architecture of multiple web projects, monitoring and **supervising the development work** of the project(s) and the corresponding communication and negotiation with the client until obtaining their final approval.

- Using agile methodologies I apply a Data driven vision and knowledge to the project.
- Planning and execution of UX Research according to each project and resources and develop interactive prototypes.
- Designing functional and pleasurable interfaces through user-centered solutions, and digital environments campaigns.
- Code responsive websites and newsletters.
- Branding and communication strategy (banners, vinyls, brochures, etc.)

Web Designer

2013 – 2014 | Sirio Creaciones Internet y Multimedia | Barcelona

As a web designer, my day-today work involved a website's design to ensure its compatibility with a broad range of platforms. Moreover, I designed and further refined engaging image and video content for RRSS, social media, and email marketing.

2001 – 2006

**Degree in Audio-visual
Communication.**
(Spain).UPV. Valencia

Certifications

2011– 2012

3ds Max (100 h). (Spain).
Barcelona Activa. Barcelona



2009– 2010

**Business III. Accounting
& Communication. APC.**
(Australia). Sydney

Interests

Sketching | illustration
| Baking | Foodie
and indie music fan

Social

majodejuan 
lady_majo 

Web Designer

2012 – 2013 | *Optalia Group* | *Barcelona*

Web Designer and digital communication of multiple web projects, performing graphic design and web interfaces related duties, tailoring website images, content creation and introduction, project development monitoring and supervision and the corresponding communication and negotiation with the client until obtaining their final approval.

Website design and event decorator

2010 – 2012 | *Digital Films* | *Barcelona*

As a freelance designer, I collaborated in project presentations, realising website design and defining users' experience, graphic signage, decoration and coordination of events, including technical personnel, room control, time management and event monitoring. Having as outstanding clients 'Obra Social la Caixa' and 'Maremagnum' shopping center.

Art Direction

2006 – 2012 | *Freelance* | *Barcelona*

Collaborating and participating in different audiovisual projects, such as movies, short films, television spots, advertising shootings, video clips and events. Performance of management of scene work, decoration and composition of scenes; from the initial approach to the project's completion, including management of budget and technical team. My vision provides creative scenic solutions as well as techniques that allow new solutions to be developed.

Main projects: Television series 'Kubala, Moreno, Manchón' from TV3, film 'Fenix 11.23', event of the electric car 'Altran- Chimera AEGT: electric car'

Clients

