

Blanca García

Product Designer



 +34 605 154 212

 hello@yalovdesign.com

 yalovdesign.com

EDUCATION

THE UNIVERSITY OF TEXAS AT EL PASO (UTEP)

1999-2004 - El Paso, Texas, USA

- ▶ Bachelor of Arts in Media Advertising and Graphic Design *"cum laude"*
- ▶ Minor in French

CENTRO INTEGRAL DE CURSOS ESPECIALIZADOS (CICE)

2004-2005 - Madrid, Spain

- ▶ Master in Web Design and Digital Communication

INTERACTION DESIGN FOUNDATION

2018-Present

- ▶ UX Design
- ▶ Design Thinking
- ▶ Interaction Design for Usability

LANGUAGES

English, Spanish, Communicative
French

WORK EXPERIENCE

AcidTango (Madrid)

NOV 2019 - Present

Senior Product Designer

Principal designer in charge of projects of B2B, B2C, and SaaS products. I collaborate closely with stakeholders and developers. Some of my responsibilities have included the making of heuristic analysis, wireframes, user flows, interface design, final prototypes, and testing.

frog Design (Madrid)

FEB-NOV 2019

Senior Visual Designer

Part of the UX and Visual Design Team creating tools and web app products working closely with Development and Brand teams of Telefonica Design Factory. I helped to achieve a better user experience in their products by applying animations and microinteractions to their design system.

Travelclick, an Amadeus Company (Barcelona)

2013 - 2019

Senior Web (UX/UI) Designer

In charge of the product direction of websites and interfaces for the local and international hotel industry working directly with Project Management and Development Teams. I have been instrumental within the team in winning high-end clients with design pitches as well as improving the user experience of our products.

