



# Jon Barral Marquina

UX / UI Lead

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## *About me*

I'm an UX / UI Designer passionate about creating digital products (webs, webapps, apps, dashboards...) focused on improving both user's experience and perception, always sticking to UX principles. I also have some experience with Front End development that helps me understand the whole digital product's creation process better.

## *Experience*

### **UX / UI Lead, BNP PF Spain**

Madrid 2020 - Today

- Lead and management of an UX/UI team
- User-centered methodology (research, testing, user journeys...)
- Wireframes and Prototypes (Figma)
- Customer journey definitions (Overflow)
- Data visualization (Hotjar, Adobe target)
- Creation of a Design System

### **UX / Product Designer, Bookassist**

Madrid 2016 - 2020

As UX/D Team Lead my task is to oversee all design for the company across all products to ensure visual and functional consistency.

- User-centered methodology (research, testing, user journeys...)
- Wireframes (Sketch) and Prototypes (InVision)
- UI
- Project Management (methodologies, Trello...)
- Wordpress (Elementor)
- Some Front End tasks too (Sass / CSS / HTML/ ReactJs / GIT / Webpack)

### **Front End, BeRepublic**

Barcelona 2015 - 2016

UX and Front End development of projects with clients like Banco Sabadell, Caixa, Desigual... focusing in the proper user experience (UX) through different devices (Responsive Design). Some of my tasks:

- Front End development HTML, CSS and SASS
- UX (research, prototypes)
- Wordpress development
- PHP / jQuery
- Gulp / Grunt / Bower
- GIT

## UX Designer / Front End, HispaVista

San Sebastian 2011 - 2015

Member of the Design Team of HispaVista, an internet consultant with more than 20 years of experience. Some of my tasks:

- Front End: HTML, CSS and SASS
- UX (research, wireframes with Axure, user tests, user journeys)
- Wordpress developments
- PHP / jQuery
- GIT
- Frequent iterations and improvements, working with Scrum methodology

### *Skills*

- UX research and testing
- Information Architecture
- Definition of customer journeys and user flows
- UX principles (Laws of UX)
- Designing and prototyping (Figma, Adobe XD, Sketch)
- Agile methodologies and frameworks (Scrum, Design Thinking)
- Front End (HTML / CSS / SASS / Javascript)
- Wordpress (Elementor)

### *Languages*

- Spanish (mother tongue)
- English (Certificate in Advanced English)
- French (Level A1 Official Language School)
- Basque
- Catalan (basic level)

### *Studies*

- 2001-2005 **University of Deusto**. Humanities Communication degree
- 2004-2005 **University of Southern Denmark**. Odense, Denmark
- 2005-2008 **University of Barcelona**. Audiovisual degree
- 2009-2010 **ÁREA** (Design School) Postgraduate in Webmaster

### *Projects*

- [Portfolio](#) - Full stack
- [Blog](#) - Full stack
- [Morabanc Corporative Web](#) - Front End/UX
- [Bookassit corporate site](#) - Wordpress (Elementor)/UX/UI
- [Booking Engine Webapp](#) (mobile) - Front End/UX/UI