



# LUIS PASCUAL CID

SENIOR DIGITAL PRODUCT DESIGNER

*"Always focused on aligning user experience with business strategy".*

+34 670 360 731

luispascual@icloud.com

www.luispascual.es

linkedin.com/in/luispascualcid

medium.com/@luispascualcid

dribbble.com/luispascual

instagram.com/luigipopestudio

## WORK EXPERIENCE

### Consultant senior UX/UI

OPENBANK

May. 2021 - ...

Madrid

Hired at Openbank from ATsistemas. UX consultancy and user interface design for two projects: Openbank Wealth (public website) and Lowlands (payment platform).

### Senior UX/UI Designer

ORANGE

Mar. 2020 - May. 2021

Madrid

Hired at Orange from Everis. Design and usability of the tool web **EGEO** (Espacio Grandes Empresas Orange).

### Senior UX/UI Designer

VIAJES EL CORTE INGLÉS

Aug. 2019 - Apr. 2020

Madrid

Hired at Viajes El Corte Inglés from Everis. Ideation, usability and design of the working tool of the agents of Viajes El Corte Inglés (**Middle Office**).

### Senior UX/UI Designer

ORANGE

Mar. 2019 - Jul. 2019

Madrid

Hired at Orange from Everis. Design and usability of the new ecommerce of **Jazztel**.

### Senior UX/UI Designer

BBVA

Dec. 2018 - Feb. 2019

Madrid

Hired at BBVA from Everis. Development and Ideation of the **BBVA Non-Customer Area** app and website.

### Consultant UX/UI & Branding

LUIS PASCUAL

Jan. 2017 - Nov. 2018

Madrid

Research, analysis and strategy in branding topics for tourism, real estate and education companies. Project management and execution. Relationship with clients and suppliers. Digital consultancy.

### Editor and Designer

AXEL SPRINGER

Jan. 2008 - Dec. 2017

Madrid

ICT content strategy in publications about Android and iOS.

### Creative Director

GRUPO INK

Sep. 2007 - Dec. 2007

Madrid

Creative direction of projects and events for top tier companies such as: EL PAÍS, GRUPO PRISA, Cinco Días, Comunidad de Castilla La Mancha, Amadeus, Aena...

### Founder and Creative Director

CONTRAPORTADA

1997 - 2007

Tarragona

Management, relations with clients and suppliers. Creative direction and management of advertising, branding and digital projects for **Generalitat de Catalunya**, several town councils in the area, Arroz Montsià...

## UX SKILLS

- Research and data analysis: Product, Competence and User.
- Knowledge and application of different techniques of research: **Benchmarking**, **Desk research** (Buzz Reports, expert reports, etc), **Netnology**, **Surveys**, **Interviews**, etc.
- Problem detection and solution design, application of methodologies **Design Thinking**, **Design Sprint** or **Lean UX**.
- Ability to capture insights and validation of ideas generating tools such as **user persona**, **empathy maps** or **user journey** to improve communication between customers, stakeholders, developers and the rest of the team.
- Ability to apply **heuristic analysis** to products for the constant improvement of its **usability**. The **PURE** method (Nielsen&Norman).
- Knowledge and application of techniques to implement **information architecture** and optimal **navigation flows** (card sorting, tree test...).
- Knowledge and application of **Accessibility guidelines**.
- Handling of **interactive prototyping** tools and generation of documentation for development.

## UI SKILLS

- Experience in digital products design (end to end), from its **ideation**, **prioritization of functionalities**, **map of content** and **interaction flow**, using tools like **Figma**, **Sketch**, **Zeplin**, **Marvel**, **Invision** or **Principle**.
- **Wireframe design** and **prototyping** in low, med and hi-fidelity.
- **Multi-device** and **responsive interface** design.
- Knowledge and application of **basic design principles** (composition, color, typography, etc).
- Fundamentals of **HTML5** and **CSS** and the use of grids (12 columns, 8pt...) for frameworks like **Bootstrap**.
- Knowledge and application of design systems such as **Material Design** and **Human Interface Guidelines**.
- Knowledge of design methodologies such as **Atomic Design**. (**Design Systems**).
- Experience in **Agile** work environments (Jira, Confluence...).

## PERSONAL

Methodical, analytical, empathetic, curious and intellectual restlessness. Passionate about UX and the Brands which know how to listen to customers and markets they are competing in.

With more than **25 years of experience** in the world of communications and 10 years leading teams, I believe in psychology and I think that the emotional connection with the user is fundamental to detect their pain-points and turn them into opportunities to fall in love.

## FORMACIÓN

**Course FIGMA DESIGN SYSTEMS**  
NEOLAND (2021).

**Course INTERACTION DESIGN: DASHBOARDS & VISUALIZATION**  
LINKEDIN (2021).

**Course DESIGN THINKING**  
LINKEDIN (2021).

**Course SKETCH FOR UX DESIGN TEAMS**  
LINKEDIN (2018).

**Bootcamp UX/UI DESIGN**  
NEOLAND (2018 - 500 hours).

**Master BRANDING PRO**  
BRANZAI (2017).

**Course BRAND STRATEGY**  
FOROALFA - Raul Belluccia (2017).

**Course ACCESIBILITY WEB**  
Fundación Instituto CC. del Hombre (2007).

**Master COMUNICACIÓN CORPORATIVA**  
TRACOR, The Communication Arts Institute (1991).

**Bachelor in CC. INFORMACIÓN, PUBLICIDAD Y RRPP**  
Universidad Complutense de Madrid (1990).

## LANGUAGES

**English:** Conversation level.

**Catalan:** Negotiation level.