

Gema Gutiérrez

- UI/UX Designer -

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- Resume -

I am a highly motivated and experienced UX Designer willing to create digital products. I have a ten-year background in innovative user experiences for mobile and web applications. I have worked in projects for companies such as Inditex, Santander bank, Amadeus, or Movistar. My key skills comprise conceptualization, user flows, creating wireframes focused on app navigation and building paper and digital prototypes with emphasis on interaction design.

In my free time I enjoy photography and keeping up to date with AI, VR, Bots and Robotics.



EXPERIENCE

- FREELANCE UI/UX** | 11.2016 - Present
GMDESIGN
- PRODUCT DESIGNER** | 11.2016 - Present
WATSOM APP
I am currently designing a new product to detect bullying in schools using Watson IBM's Artificial Intelligence.
- INTERACTION DESIGNER** | 04.2015- 10.2016
FJORD
I am working as an interaction designer. I create new services with the Service Design Lead, collaborate in research process, user interviews, user journeys and wireframes.
- UX CONSULTANT** | 07.2014-03.2015
SOPRA
My tasks included managing the Product Owner of the development team by using Agile Methodology (Scrum) to develop the websites of the Spanish insurance companies Liberty and Génesis.
- UI/UX DESIGNER** | 07.2007-06.2014
TELVENT
For the last first three years I was the head of the Visual Design department of the health area of the Spanish ICT company TELVENT designing software products for hospitals of Andalusia. In 2011 my position within this company changed to UX consultant. I have also worked on projects for companies such as Inditex, Randstad, Leroy Merlin or Santander Bank.
- UI DESIGNER** | 01.2006-07.2007
TELEFONICA (NOW MOVISTAR)
I was a visual designer in the development team of the Spanish multinational Telecommunications company TELEFÓNICA creating CMS solutions for other companies.



EDUCATION

- DESIGN AWKWARD MOMENT'S AI AUTOMATED LIVING** | 2017
INTERACTION17.IXDA.ORG
This workshop is based on designing AI automated services and updating existing services with AI automation.
- VISUAL THINKING** | 2016
UNIA - INTERNATIONAL ANDALUSIA UNIVERSITY
This course was specialized in enhancing the effectiveness and appeal of communication strategies through infographics, design and new narratives.
- HACKS UX FOR YOUR COMPANY** | 2016
BY EDUARDO MANCHON
In this course I learned to improve product developing agile solutions that allow quickly earn, experiment with new solutions, validate hypotheses, and get results with little income and low implementation risk.
- CONDUCTING USABILITY TESTING** | 2016
THE INTERACTION DESIGN FOUNDATION
Performance tested and configurate prototypes, creating a final report with the objectives and metrics of the user test.
- ACCENTURE DIGITAL ACADEMY ON-SITE** | 2015
THE VALLEY DIGITAL BUSINESS SCHOOL
Seminar on online marketing, web analytics and product / market.
- GRAPHIC DESIGN** | 2003-2004
IED - INSTITUTO EUROPEO DI DESIGN
Annual course of graphic design: typography, color and design history. Creating a branding procedures.
- PHOTOGRAPHY** | 1994-99
F.P LUIS BUÑUEL (VOCATIONAL TRAINING SCHOOL)
Technical specialist in photographic image



KNOWLEDGE

Photoshop	●●●●●	Accesibility	●●●●●
Skecht	●●●●●	HTML5	●●●●●
Axure	●●●●●	CSS3	●●●●●
Ilustrator	●●●●●	Wordpress	●●●●●



SKILLS

