ALEJANDRO CÁMARA LÓPEZ Product Designer

> As a product designer, I'm dedicated to simplifying people's daily workflows. While I primarily work in design, I also enjoy exploring development through side projects.
>
> I find that my expertise in both areas allows me to bridge the gap between design and development, facilitating better collaboration and understanding between the two fields.
>
> And when I'm not working, you might find me on the slopes skiing (especially if there's a company ski retreat!) or in the middle of the desert overlanding.

✉ hi@alejandrocamara.info

in linkedin.com/in/alejandrocamaralopez/

WORK

2018 – Current

European Union Intellectual Property Office (EUIPO) – Web & Mobile

→ Researched with users across the 27 EU member states using interviews, surveys, card sorting and user testing to gather insights of their workflows.

→ Improved usability of existing tools by conducting heuristic evaluations and user testing.

→ Designed two new tools to help users improve their time-to-register new trademarks, working with internal stakeholders, customers and business analyst. Created rapid prototypes and conducted user tests in an Agile environment.

→ Communicated the advantages of a UI library to the client.

→ Worked closely with engineers and other designers to document and create a UI library to simplify the translation of complex systems into tangible products.

2017 Q1 – Q2

TRAVELEST [Freelance] – Mobile (Discontinued)

→ Created prototypes and conducted user tests.

→ Documented design thinking, findings and proposals to communicate the design decisions to the client.

→ Created user requirements, wireframes, high-fidelity designs and design specifications for the development team.

2015 – 2018

SYMPOSIUM Events – Web & Mobile

→ Researched market and defined new features.

→ Designed the tool to automate the creation and communication of diplomas to attendees.

→ Gave customer support and gathered and prioritise user feedback.

→ Conducted in-house workshops to aimed at maximising the utilisation of the tool.

→ Designed the mobile app to search for events.

→ Re-designed the landing page that increased contacts in a 30%.

2014 – 2017

University Miguel Hernández de Elche – Web

→ Created prototypes and conducted user tests to validate design proposals.

→ Developed in HTML, CSS, JS and ASP.net the 40 landing pages and their contact forms.

→ Led the migration from HTML, CSS, JS to Wordpress, minimising disruption of daily operations and documenting how to use the new platform for interns.

SIDE PROYECTS

2022 Q4

InterviewedWith – Web https://interviewedwith.com

→ Collaborated with a colleague to design and develop a responsive website using React, enabling people to share their first-hand experiences of job interviews.

2023 Q2

InmoGolf Bonalba – Web https://inmogolfbonalba.com (To be launched in June 2023)

→ Designed and developed a real estate website using Next.js 13, Tailwind for the front-end and Sanity.io as a headless CMS.

EDUCATION

ACADEMIC

2015

V Interaction Design Professional Program
Tramontana Institute, Madrid (Previously Vostok Studio)

2005 – 2017

Telecommunication Engineer
Universidad Migule Hernández of Elche

SUPPLEMENTARY

2022 Q1

Course Design and Data Visualization
Tramontana Institute, Madrid (Previously Vostok Studio)

2022 Q1

Course Design Systems
Tramontana Institute, Madrid (Previously Vostok Studio)

2012 Q1

Improvement Course iOS App Development
CIO – Universidad Migule Hernández of Elche

SKILLS

RESEARCH

Interviews, Usability testing, Journey map, Heuristic evaluation

DESIGN

Strategic, Wireframes, Prototypes, High fidelity, Developer Handoff, Design systems

SOFTWARE

Figma, Sketch, Framer, Webflow, Axure, Jira, Blender, Neovim

DEV

HTML, CSS, JavaScript, TypeScript, React, Next.js, TailwindCSS, PHP, SQL