

# Alejandro Moreno Martín

## Product designer

[alejandromorenomartin.com](http://alejandromorenomartin.com) | [linkedin.com/in/alejandromorenoproductdesigner/](https://linkedin.com/in/alejandromorenoproductdesigner/) | [alejandromorenomartin1990@gmail.com](mailto:alejandromorenomartin1990@gmail.com)

## Experience

### Product designer

Artisteo | Oct 2024 - Present

I am leading the **design of a marketplace** focused on giving visibility to **musical artists** and democratizing their booking. Through a strategic approach, I am aligning user needs with business objectives, designing an experience that is intuitive, efficient and accessible. This project combines research, user-centered design and iterative development to create a solution that drives meaningful connections between artists and those seeking their services.

### Product designer

Geomites | Mar 2023 - Present

I lead the UX/UI design of a **mobile video game for iOS and Android** in an agile environment, conducting market analysis, user research, prototyping, and usability testing. I collaborate with developers to transition the prototype to React and created a design system for maintenance and updates.

### Product designer

Freelance | Apr 2022 - Present

I collaborate with companies and startups in sectors such as technology, tourism and video games, **designing interfaces, products and experiences that improve usability and boost results**. With a focus on user research and design thinking, I have managed to increase conversion, user retention and brand awareness in several projects.

### Marketing manager

Promam | Jul 2017 - Sep 2021

I led the **marketing strategies** in an industrial machinery company, being responsible for the **management and optimization of the corporate website** to improve its functionality and attractiveness. I designed catalogs, technical manuals and commercial documentation, integrating technical information with a professional visual design. These actions strengthened brand presence, increased market visibility and facilitated more effective communication with customers and distributors.

## Education

### Interaction design foundation

Design thinking | Dec 2024  
User experience | Nov 2024  
UI design patterns | Aug 2022  
Visual design | Aug 2022  
Emotional design | Jul 2022  
Information visualization | Jul 2022  
Design for the 21st century | Jul 2022  
Human computer interaction | May 2022  
Mobile user experience | May 2022  
Gestalt psychology | Dec 2021  
User research | Dec 2021

### Google & Coursera

UX foundations | Oct 2021

### Rey Juan Carlos University

Marketing degree | Sep 2011 - Jun 2016

## Skills

### Design

User experience, interaction design, user interface, digital prototyping, visual design, wireframing, low & hi fidelity mockups.

### Visual

Branding, typography, iconography, document design, web design, app design, responsive design, stylesheets and guidelines.

### Research

User interviews, user testing, information architecture, journey mapping, quantitative & qualitative analysis, A/B testing, competitor analysis, design strategy.

### Software

Figma, Adobe XD, Sketch, InVision, Adobe Photoshop, Adobe Illustrator, Canva, Adobe After Effects, Trello, Asana, Notion, Wordpress, Webflow, Framer, Miro, Hotjar, Maze.

### Others

Rapid iteration, cross-functional collaboration and communication, human-centric approach, provide and solicit feedback, curious, empathetic, self-taught, native Spanish.