Sant Joaquím, 42 Reus (Tarragona) 05-11-1981, Spain

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Rafel Gil

Product Designer UX/UI

Product Designer

RafelGil.com | Freelance

Nov 2013 - Present Tarragona

- 8 years / +80 Digital Product & Service Projects
- UX/UI, Research, Ideation, Design & Development
- Management and direction

UX/UI Designer

Bejaofit | Fitness

May 2020 - Nov 2020 Barcelona

- Design CMS, App & Landing Page's for Digital Fitness Project.
- Research, Wireframing, Evaluation, Tests, Prototyping & Keynotes.
- Visual Design, System Design, UI Resources, Assets & Videos.

UX Designer In-House

DDB Tandem | Freelance - Volkswagen website

May 2019 - Oct 2019 Barcelona

- Research, competitive and trends' analysis, develop consistent architecture
- Review and update sitemaps, Wireframes, User flows and user journey's.
- Prototyping, Usability tests, Keynotes and Proactivity and leadership.

Product Designer

Movertis | Fleet Management Software

Nov 2017 - Nov 2018 Tarragona

- 1 year extensive product research, User Journeys, Interviews, Personas.
- Define strategy, Flowcharts, Wireframming, Visual Design, Prototyping.
- Design UX/UI Web & Apps, Testing, Heuristic, Evaluation & Iteration.

UX Researcher Part-time

Grupo TMBC | Freelance - Telecomunications

Feb 2016- Jan 2017 Tarragona

- Research Product & Services App/Web for Mobile Holding.
- Workshops, User Journeys, Analytics KPI, Benchmarks .
- Prototypes, Design UX of new digital products.

Product Designer Part-time

Dogo Pets Care | Freelance - Cosmetic

Sep 2015 - Jan 2017 Tarragona

- Product research, Flowcharts, Test users, Interviews
- Define & development new product strategy for ecommerce
- Optimized web UX-UI to increase usability & conversion

Survey Engineer

Ferrovial | Global Infrastructures operator

January 2000-2012 Barcelona

- 12 years & +9 Projects of Industrial, tunnel boring & civil works.
- Team management, research, dealing with clients.
- Designing and implementing executive projects.

Skills & Software

User Experience | Product Design | Service Design | Content Architecture | User Journeys | Flowchart + | Research | Interviews | Workshops | Personas | Ideation Process | Facilitation Process | User-centered | Sitemap | Wireframes | Visual Design | Prototypes | Usability | Heuristic | Evaluation & Testing | Interaction | Analytics | Web Design | Keynote Client | Benchmark

Design (Adobe CC, Sketch, Figma, XD)

Flowcharts (Miro, Draw.io, Google suite)

Prototyping (Invision, Proto.io, MarvelApp)

Assets export (Zeplin, Avocode, Framer)

Testing (Hotjar, UserZoom, Fullstory, Mousestats)

Agile (Trello, Jira)

Web Layout CMS (Wordpress, Prestashop)

Language

Spanish

Catalan

English

Education

Barcelona High School of Design - EsDesign

Master UX/UI

Dec 2018 - Sept 2019

Barcelona Business Administration School - EAE

Master Digital Product & Services

Sept 2016 - June 2018

Tarragona School of Art and Design - EADT

FP2 Graphic & UI

Sept 2013 - June 2016

About me

linkedin.com/in/rafelgil

Creative, empathetic, methodical & mountaineer.

www.rafelgil.com