

ALIX SIMO RIBERA

Web, Graphic & UI/UX Designer



ABOUT ME

A creative, determined and goal-oriented person. I enjoy collaborating with my team members and other stakeholders to solve problems. I support honest feedback and constructive criticism to elevate team performance and enhance effective collaboration.

I am passionate about creating purposeful designs that are engaging, useful, people and solution-oriented. Designs that provide intuitive solutions to the complex world we live in.

As a Graphic Designer I create eye-catching and brand consistent designs that communicate effectively.

As a Web and UI/UX Designer I take ownership of the design challenges, from user flows, wireframes, low-fidelity prototypes, leading all the way up to high-fidelity ones. At the same time, I collaborate with developers and other teams to ensure high-quality and faithful implementation.

CONTACT

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EXPERIENCE

- Freelance Web, Graphic and UI/UX Designer (Remote, 2021- present)**
 - Creating visually appealing designs for various mediums, by incorporating design principles, selecting appropriate color palettes, typography, and imagery.
 - Crafting intuitive and user-friendly interfaces through user research, wireframes and prototypes, and implementing user-centered design principles to enhance the overall user experience and optimize usability.
 - Designing and developing responsive websites using CMS (Content Management System), ensuring cross-browser compatibility, mobile responsiveness, and optimized performance (SEO).
 - Fostering strong client relationships and collaborating with clients to understand their requirements and translating them into functional and brand coherent web designs.
- Learning and development specialist at CoachHub (Berlin, Germany, 2021)**
 - Actively seeking out new sales opportunities through cold calling, networking and social media and building a trusting dynamic with clients.
 - Setting up meetings with potential clients and building rapport to ensure alignment with our solution.
 - Collaborating with internal teams in order to define sales strategies and best practices.
- Sales Executive Spanish market at Musement (Barcelona, Catalunya, 2019)**
 - Managing the portfolio of travel agencies in Spain.
 - Identifying and developing business opportunities via networking, cold-calling, 1:1 meetings and marketing.
 - Managing requests of specific and personalised requirements, negotiating rates with our suppliers.
 - Taking care of cancellations, issues and concerns with our platform or suppliers.
- Market Manager Benelux assistant at Weekendes (Barcelona, Catalunya, 2019)**
 - Negotiating stocks, new offers and price rates via email and high- volume phone calls.
 - Assessing and qualifying past and current product inventory then persuading our suppliers to generate new offers with potential for our catalogue, flash sales and marketing campaigns.
 - Nurturing client's accounts, answering questions, managing over-bookings, system issues and APIs.

- Product Design internship at LaGranja (Barcelona, Catalunya, 2018)**

- 3D modelling software to design products and components, Rhino and AutoCad.
- Producing prototypes at scale and 1:1 as well as testing functionality.
- Creating moodboards & sketching drafts on paper and digitally to improve the design of existing products or new furniture.

- Customer Service representative at GetYourGuide (Berlin, Germany 2017)**

- Managing any issues, complaints and concerns our customers would have with our platform or suppliers.
- Advising about destinations, our portfolio and offers.
- Up-selling and cross-selling to inbound customers.

- Lifeguard and first aid representative at YoungLife (Banyoles, Catalunya, 2015)**

- Winemaker; labelling, packaging, and selling (Laufen, Germany 2012)**

- Beekeeper, honey maker and seller (Berlin, Germany 2011)**

EDUCATION

- 2023 - Hubspot Academy Barcelona SEO**
- 2021- 2022 - DataCamp Barcelona Data Science for everyone Introduction to SQL**
- 2020-2021 - SheCodes Barcelona Introduction to coding, Front End Development & React.**
- 2019 - Juan Carlos I University Barcelona Big Data Diploma**
- 2013-2016 - Central Saint Martins (UAL) London BA - Product Design Customer analysis and user research, prototyping and wireframing, testing, branding and development.**
- 2012-2013 - London College of Communication (UAL) London FND - Graphic Design Typography, color, layout, grid systems, identities, digital design, best practices.**

SKILLS

HARD SKILLS

Trello

Notion

Typeform

Salesforce

Hubspot

Google tools: Excel, Calendar, Drive, etc.

Adobe

Illustrator

Photoshop

Lightroom

CSS

HTML

React

Figma

Miro

Languages

Catalan - Native

Spanish - Native

English - Native

French - Advanced

German - Upper-Intermediate

SOFT SKILLS

Proactive

Detail-oriented

Visual communication

Empathy and rapport building

Collaboration

Conflict resolution between clients and suppliers

Problem-solving

Adaptability

Time management