



Roselly Nuñez

UX/UI DESIGNER

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Meaningful design is possible when user needs, business objectives and technology come together.

My philosophy is based on co-creation: my experience working with IT, marketing, data analysts and customer service areas tells me that all we together can make our objectives a reality.

Educación

Master in Web Design and Internet Projects Management

Elisava Facultat de Disseny e Ingenieria de Barcelona
2016-2017

Master in Brand Strategy and Creative Brand Management

UPF Barcelona School of Management
2016-2017

Bachelor in Graphic Design

Pontificia Universidad Católica del Perú
2005 - 2009

Skills

Design thinking
User research
User testing
Interviews
Information architecture
Wireframing
Flow diagrams
Visual design
Prototyping
Responsive design
Sistemas de Diseño
iOS & Android
Agile Methods

Languages

Español - native
English - intermediate
Catalan - basic

Experiencia

UI-UX Designer / Festina Group

Nov 2020 - Now

It is a Spanish watch and jewelry brand. The main brands are Festina, Time Road, Lotus, and Jaguar, whose products are sold in physical stores and on their websites.

As an ecommerce UX/UI designer, I have the active role of proposing UX improvements and new functionalities, ensuring their process, from ideation to production and subsequent analysis.

I am also in charge of research activities to find insights and (field study, interviews, surveys, recordings and heat map visualizations through Clarify) that allow us to connect with the user and positively modify the pain points in the user journey.

Additionally, I am in charge of designing new content web pages and campaign landing pages, for which I create versatile components that work for all brands, using Figma and Zeplin.

UI-UX Designer / Blinky Technologies

Dic 2018 - Sep 2020

Technological services company for mobility in Spain, Canada and Mexico. It mainly has two apps: Blinky app for which parking in public areas is paid (B2B and B2C) and Blinky Ticket which serves to regulate the fine process (B2C).

My activities included the design of the functionalities for both apps required by the stakeholders (city council and investors), as well as continuous improvements through data collected from customer service, Google Play, App Store, surveys). Also, I also used a Field Study and interviews for the redesign of Blinky Ticket, and a significant increase in the use of the app by city council workers was achieved.

Finally, I worked alongside the design and development agency to create the CMS for the Blinky app website and the corporate website.

UI-UX Designer / Fotawa Delivery

Agos 2018 - Dic 2018

Healthy food delivery startup for people who take care of their diet and who work in offices.

My main task was the redesign of the website and the user app, creating a feel and look more in line with the brand and offering a better shopping experience. In addition, I was also in charge of the designs of the different advertising pieces.