



# Roselly Nuñez Guerra

UX - UI - Web Designer

Spanish citizenship

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## PROFESSIONAL SUMMARY

I'm an UX/UI designer with 5+ years of experience crafting digital products for global brands and startups. Based in Barcelona, I combine user-centered design with front-end development skills to bridge the gap between vision and implementation. Passionate about design systems and delivering pixel-perfect solutions that drive business impact.

## WORK HISTORY

### Freelance UX - UI

July 2024 - Now

#### Barcelona

- Worked on freelance UX/UI projects for self-employed professionals and small businesses.
- Designed and developed my portfolio from scratch using HTML, CSS, JavaScript.
- Explored creative direction through independent work, travel, and continuous learning.
- Completed a Front-End Web Developer course to strengthen technical implementation skills.
- Formalized my Design Systems knowledge through specialized training to formalize the practical experience I had gained.

### Product Designer

November 2021 - June 2024

#### Festina Group, Barcelona (Spanish watch and jewelry multinational retailer with brands like Festina, Lotus, and Time Road).

- Designed user-centered solutions for for 6 global brands, addressing usability gaps through improved web functionalities and responsive UI components backed by behavioral data and insights.
- Owned the design of 16+ digital campaigns/year (landing pages, banners, and social ads for Black Friday to Christmas), achieving 22% avg. conversion lift — with Mother's Day 2023 peaking at +28%
- Delivered 100% of projects on time with zero critical bugs, impacting 5M+ users annually across EU/LATAM/Middle East.
- Contributed to the creation and documentation of scalable design system (early stage).
- Collaborated with developers using Figma, Zeplin, and Storybook under Bootstrap for a smooth handoff.

### UX - UI Designer

December 2018 - September 2020

#### Blinkay Technologies, Barcelona (Mobility tech services provider).

- Designed interfaces for mobile apps supporting mobility and parking solutions across Spain, Canada, and Mexico.
- Redesigned the Blinkay Ticket app, boosting municipal worker adoption and satisfaction.
- Collaborated with external agencies to design and implement a CMS, streamlining content management for both the Blinkay app and corporate website.
- Managed our new branding launch (online and offline) keeping the same visual style everywhere.
- Analyzed Zendesk support tickets to find and fix design problems in the app flow.

### UX - UI Designer Internship

August 2018 - December 2018

#### Fotawa, Barcelona (Healthy food delivery service for office settings).

- Led the redesign of the e-commerce website and app, which was previously confusing and had a high drop-off rate, resulting in a simplified and more engaging experience.
- Designed various marketing assets (banners, promotional visuals) to support growth campaigns.

## EDUCATION

- Front End Web Developer Course | La Salle Campus Barcelona
- Master in Design and Management of UX and Digital Services | Elisava Barcelona School of Design and Engineering
- Master in Brand Strategy and Creative Brand Management | UPF Barcelona School of Management
- Bachelor in Graphic Design | Pontificia Universidad Católica del Perú

## SOFT SKILLS

- My main skills are empathy, enthusiasm, and adaptability and I like bringing them to every project.
- My life is guided by freedom, perseverance, and the joy of growth.

## TECHNICAL SKILLS

- UX/UI Design: User Research | Wireframing & Prototyping | Design Systems | Responsive Web | Accessibility (WCAG)
- Tools: Figma | Sketch | Zeplin | Clarity | Hotjar
- Frontend: HTML/CSS | JavaScript (Vue.js) | Bootstrap | GitHub

## LANGUAGES

- Spanish - Native
- English - C1
- Catalan - B1