Veronica Moreno Vicente

UI Designer

✉ verfred@gmail.com
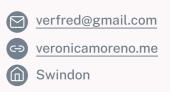🔗 veronicamoreno.me
🏠 Swindon

PROFILE

I am Veronica, a passionate and creative individual who loves designing websites, interfaces and illustrations that make brands stand out. My designs not only look great but also work well for users.

WORK EXPERIENCE

05/2019 - PRESENT — UK
UI/UX Designer — Freelancer

- Conceptualised and executed highly user-centric design concepts for diverse clients, adhering to organisational protocols and meeting clients' specific demands.
- Generated UI designs, conducting preliminary drafts to identify potential design flaws.
- Spearheaded the end-to-end UI/UX design process, from research and conception to wireframing, prototyping, and final delivery.

01/2021 - 03/2021 — LONDON, UK
UI/UX Designer — Experience Haus

- Sport Tech Hub website redesign
- User Research & understanding of users' needs
- User Interface assets & components
- Ideation & prototyping of solutions
- Test of designs

02/2009 - 05/2019 — BLANES, SPAIN
Library Promotion Coordinator — Biblioteca Comarcal de Blanes

- Developed, implemented and managed marketing initiatives to promote the library's services and resources.
- Created promotional materials and campaigns such as slogans, logos, imagery, leaflets, newsletters and posters.
- Coordinating outreach events such as Children's Story Time, Book Clubs, literary trails and workshops.
- Managing social media accounts and website content, and analysing data to measure the impact of marketing efforts.

VOLUNTEERING EXPERIENCE

06/2023 - PRESENT — SWINDON, UK
Shop assistant — RSPCA Oak & Furrows

- Customer service
- Creating displays across the shop
- Follow brand guidelines while promoting products

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SKILLS

Design Skills

Colour, Typography, Components, Iconography, Photography and Imagery, Vector illustration, Accessibility, Responsiveness

Design Tools

Figma, Adobe CC, Sketch, Invision, Framer, Webflow

Languages

English, Spanish and Catalan

EDUCATION

09/2023 - PRESENT — UNIVERSITY

Graphic Design BA (Hons) Degree — The Open College of the Arts

01/2021 - PRESENT — ONLINE

Learn UI design / Learn UX design — Learn ui design

01/2021 - 03/2021 — BOOTCAMP

User Experience and Interface Design — Experience Haus

04/2020 - 07/2020 — ONLINE

UI/UX Design Specialisation — Coursera - California Institute of the Arts

01/2020 - 04/2020 — ONLINE

Basics of Web Development and Coding — Coursera - University of Michigan

01/2020 - 02/2020 — ONLINE

Adobe Creative Cloud — LinkedIn Learning

09/2019 - 01/2020 — ONLINE

Graphic Design Specialisation — Coursera - California Institute of the Arts

09/2009 - 06/2012 — UNIVERSITY

Degree on Information Management — Universitat Oberta de Catalunya

SOCIALS

- linkedin.com/in/veronicamorenovicente
- behance.net/veronicamovi