



Joaquina Garrote Gasch

UX & UI DESIGNER

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Profile

UI & UX designer with more than 10 years of experience working as a web & graphic designer for social and cultural organisations. With a background in visual arts, I strive for products that are beautiful and usable.

Tools

Sketch, Photoshop

InVision, Marvel, Zeplin

InDesign, Illustrator

Wordpress, HTML5, CSS3

Google Analytics, Usability Hub

Skills

User-Centered Design

Usability Analysis

User Research

Information Architecture

Wireframing & Prototyping

User testing

UI & Interaction Design

Front-end development

Graphic design

Illustration

Languajes

Spanish & Catalan

German

English

Education

2018 **UX Design Certificate**
Febr. - Oct. | *Career Foundry*

2016 **Online Marketing Course**
Oct. - March 2016 | *K.I.Z. Berlin*

2013 **Web Design Course**
Febr.- Juny | *G.P.B. Berlin*

2006 **Diploma Visual Arts**
Universidad San Carlos. Valencia.
2002 - 2003 *Hogeschool S'Hertogenbosh. Holland*

Experience

UI -, UX & VISUAL DESIGNER Freelance Since 2016

Tasko 2018

UX & UI design of a task management web app. Responsible for all steps in the design process: competitor analysis, user research, personas, M.V.P, Information Architecture, user journeys, sitemap, paper wireframes, rapid prototyping, usability tests and design iterations based on test results and feedback. Style guide design. High-fidelity mock-ups, data tracking and analytics. I designed this web app during my UX design course with Career Foundry.

iFix it 2018

Run an heuristic evaluation of three main website features. Identified usability problems and wrote a report assessing overall user experience of the website. This evaluation was runned during my UX design course with CareerFoundry.

Kunst-Stoffe e.V. 2017

Redesign of a new responsive website. User interface design. Sitemap, wireframes and mockups. Design and illustrations of assets, definition of a UI style guide. HTML and CSS customisations.

EFC GmbH 2016

Redesign of the website. IA and responsive UI Design. Interactive prototypes & mockups.

Liquid Democracy e.V. 2016

User interface design of the mobile App „e-Vote“. Interactive prototypes. (Test)

WEB DESIGNER Freelance Since 2013

Led the creation of responsive websites from their conception until their final realization and launch. The process would typically include: server and domain configuration. WordPress and a WP theme installation and configuration. Child theme development and HTML5 & CSS3 customisations. Plugin configuration to boost website performance and SEO. Eventually branding and advertisement materials.

Clients I have made websites for: **Kunst Stoffe, Repair Café Soldiner Kiez, Escuela Tenades, Clebio Oliveira, Elisa Garrote Gasch, Lena Rosa Händle, Normen Perke, Salud Naturista, Automatic Generators, Musculcat, etc.**

GRAPHIC DESIGNER Freelance Since 2007

Created advertising, editorial and corporate identity materials for a variety of projects.

Customers: **La Red, Kunst-Stoffe, Lesbenberatung, Unesco, German-Watch, Repair Café Soldiner Kiez, Neukoelln Import, JBR Kunst und Design, Ideen Aufruf**

GRAPHIC DESIGNER Internships 2006 - 2008

Open Space Gallery. Berlin. 2007 - 2008

Created print and advertisement materials for art exhibitions and events. Updated website regularly.

Thematica Events. Valencia, Spain 2006 - 2007

Designed large canvases (up to 10m long), posters, flyers and corporate identity materials for cultural events and festivals in Valencia. Some of them were for example: „La Mostra de Valencia“, „Dj Sessions in Monasteri de la VallDigna“, „Multaca de les tres cultures“, etc. Thematica’s main client was the city of Valencia in Spain.

VISUAL ARTIST Freelance 2003 - 2016

Produced plenty of art works (mostly paintings, wall paintings, drawings and comics) and took part in multiple group and solo exhibitions. Sold up to 75% of the artworks in a couple of solo exhibitions.

Collaborated with renowned artists like Esra Ersen, Benjamin Vendonk and Ella Berent producing artwork.

Got artwork (and collaborations) exhibited in **Turkey (Istanbul Biennale), The Netherlands (E.K.W.C - European Ceramic Work Center, The Hoggeschool's Hertoggenbosh), New York (Public Library), Berlin (H.K.W. -Haus der Kulturen der Welt, Willy-Brand-Haus Atrium, Neurotitan, BRIGHT Show, W.I.R. Gallery), Spain (M.U.V.I.M -Museo De Arte Moderno de Valencia, Galería Sala Naranja, Ca Revolta, Palacio Pineda) Finland (Comic Center, Helsinki) and Lithuania (LGL Library, Vilnius).**

Art published in art and cultural magazines like „Belletristic“ (Berlin) or „Lamono“ (Barcelona, along with an interview). The animation „Professional Smoker“ got selected to be screened in the *Entzaubert Film Festival* in Berlin. Won the art public price „Art Public, Universitat Pública“ in Valencia, with funding money for an exhibition and a catalog.