



# Joaquina Garrote Gasch

UI & UX DESIGNER

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## Bio

UI & UX Designer with a background in web -, graphic design and visual arts. With strong focus on human-centered design, I strive for products that are beautiful and engaging.

## Tools

Figma, Sketch

InVision, Marvel, Zeplin

Data Analytics, Usability Hub

WordPress, HTML5, CSS3

## Skills

User-Centered Design

Usability testing

UI & Interaction Design

UI & Visual design

Prototyping & Usability test

HTML5, CSS3

## Languages

Spanish **Native**

German **C1 Zertifikat**

English **Fluent**

## Education

### UX Design Certificate

Feb. - Oct. 2018

Career Foundry Berlin

### Online Marketing Course

Oct. - March 2016

K.I.Z. Berlin

### Web Design Course

Feb.- June 2013

G.P.B. Berlin

### Diploma in Visual Arts

2002 - 2003 Hogeschool S'Hertogenbosh. Holland

1999 - 2006 Universidad Politécnica de Valencia, Spain

## Work Experience

### UI & UX DESIGNER

2019 - Present

#### Escuela Tenades SL 2021 - Present / Freelance

Jan 2021 - Present

Website redesign. Reorganised IA through a sitemap. Mapped user flows and created wireframes to visually organise its structure. Ran usability tests with students and iterated in the designs accordingly. Set up GA in order to optimise and reach S.M.A.R.T conversion goals. Redefined the company's style guide and applied it to end-designs. Completed all the technical aspects to launch the website, such as server, domain and plugins configuration, HTML and CSS customisations.

#### Equalista GmbH / Full-time position

Sept 2019 - Sept. 2020

Planned and executed a Lean UX Design Process to create the app's first MVP. Conducted competitor and user research methodologies, drafted user journeys for different features, created rapid-interactive prototypes with wireframes and run usability tests early on. Iterated the designs accordingly and refined them progressively creating a design system and following best UI design practices. Won the "Exist" start-up grant. The app launched in September 2020.

### UI & WEB DESIGNER

Freelance

2013 - 2017

Led the creation of responsive websites from their conception until their final realisation and launch. The process typically included information architecture, navigation and website structure ideation through wireframes. Style guide and high-fi mockups. On the technical side of the projects I would set up and configure the website's host, domain, the CMS and its theme, S.E.O-, performance- and back-up plugins, and carry out HTML & CSS customisations.

**Clients:** Repair Café, Quartiersmanagement Soldiener Kiez, Clebio Oliveira, Lena Rosa Händle, Normen Perke, EFC GmbH, Salud Naturista, Escuela Tenades, etc.

### GRAPHIC DESIGNER

2006 - 2013

#### JGG Design / Freelance

May 2007 - Feb. 2013

Designed advertising, editorial and branding materials mostly for social organisations such as La Red e.V., Kunst-Stoffe e.V., Lesbenberatung e.V., German-Watch e.V., Repair Café e.V., JBR, etc.

#### Open Space Gallery Berlin / Full-time Internship

Nov. 2006 - Apr. 2007 (6 mos)

Created print and advertisement materials for art exhibitions and events. Updated the gallery's website regularly. Helped organise art exhibitions and installations.

#### Thematica Events. Valencia, Spain / Full-time Internship

Apr. - Sept. 2006 (6 mos)

Designed CI, branding and a variety of marketing products for cultural events and festivals for the city of Valencia (Spain) and international renowned organisations like UNESCO.

### VISUAL ARTIST

2006 - 2013

Produced numerous art works and participated in multiple art exhibitions like the Istanbul Biennale in Turkey, the E.K.W.C in Holland, the Public Library in New York and the Haus der Kulturen der Welt in Berlin. Sold up to 75% of artworks in solo exhibitions and got artwork and interviews published in magazines like the „Belletristic“ from Berlin or „Lamono“ from Barcelona. Won the art prize „Art Public, Universitat Pública“ in Valencia in 2003.