



Joaquina Garrote Gasch

Senior UX/UI Product Designer

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Bio

Experienced working with cross-functional teams, developing end-to-end solutions, and optimizing design processes for maximum impact. Passionate about creating user-centered experiences that are not only beautiful but also profitable.

Expertise

Design Strategy
UX research
Creative problem solving
AI, SaaS, B2B & B2C
Design Systems
Visual Design & Illustration
Web Design, HTML & CSS
UX-Writing
Mobile App Design

Tools

Figma, Sketch, Zeplin, Miro
Jira, Teams, Slack, Loom
CMS; WebFlow, WordPress

Languages

English: Fluent
German: C1 Zertifikat
Spanish & Catalán: Native

Education

UX Design Certificate
Feb - Nov 2018
Career Foundry Berlin
-
Web Development Course
Feb - June 2013
G.P.B. Berlin
-
Fine Arts Diploma
Sep 2002 - June 2003
S'Hertogenbosh. Holland
-
Sep 1999 - Feb 2006
Universidad Politécnica de Valencia, Spain

Work Experience

UI & UX DESIGNER

6 yrs 2019 - 2024

Senior UX/UI Designer • Full-time • Remote

1 yr 1 mo • Apr 2023 - Apr 2024

Tobii | Stockholm | Global leader in eye tracking and pioneer in attention computing technologies.

- ▶ Played a pivotal role in integrating all Oculid products into Tobii's operations post-acquisition.
- ▶ Adopted Tobii's design system and collaborated with four cross-functional agile teams to develop three different cloud-based, AI-powered SaaS solutions for market and UX research studies.
- ▶ Improved dashboards with data visualisations with a focus on eye tracking and attention metrics.

Senior UX/UI Designer • Full-time • Hybrid

11 mos • Jun 2022 - Apr 2023

Oculid | Berlin | AI & eye tracking startup for UX & market research studies on mobile. *Acquired by Tobii*

- ▶ Collaborated closely with the product owner, UX researcher and developers to advance Oculid's MVP products, including a web app and mobile apps to conduct remote eye tracking studies.
- ▶ Mentored a junior UX researcher and led UX research efforts to develop user-centric features.
- ▶ Developed the design system, applying it to enhance consistency across all Oculid products, and deliver high-fidelity designs to developers. Routinely tested dev work to ensure qualitative results.
- ▶ Worked with data scientists to understand and resolve data quality issues through design strategies.
- ▶ Learned WebFlow to revamp the marketing website in just 3 weeks, freeing up developer resources.

UX/UI Designer • Full-time • Hybrid

1 yr 1 mo • Sep 2019 - Sep 2020

Equalista | Berlin | Startup with the first learning app for gender equality.

- ▶ Collaborated closely with CEOs, UX researchers and content teams to create the first app's MVP.
- ▶ Executed a lean UX design process focused on UX research to develop user-centric features.
- ▶ Applied micro-learning and gamification techniques to create engaging learning blocks.

WEB & UI DESIGNER

Freelance

9 yrs 2013 - 2022

Created responsive websites for various clients, from ideation to launch. Process typically included design strategy, UI Kit, hosting and CMS setup, HTML & CSS customizations, launch & maintenance. Clients: Escuela Tenades, Soldiner Kiez, Clebio Oliveira, Lena R. Händle, Kunst-Stoffe, Repair Café Xberg, etc.

GRAPHIC DESIGNER

7 yrs 2006 - 2013

Planned timelines, budgets, and work to create marketing campaigns for cultural events and artists. Clients: UNESCO, LaMostra de Valencia, German Watch, HKW Berlin, NGBK, JBR Design, etc.

Freelance • Berlin, Germany

6 yrs 1 mo • Apr 2007 - Apr 2013

Open Space Gallery • Full-time internship • On-site • Berlin, Germany

6 mos • Nov 2006 - Apr 2007

Thematica Events • Full-time internship • On-site • Valencia, Spain

6 mos • Apr 2006 - Sep 2006

VISUAL ARTIST

Freelance

6 yrs Apr 2007 - Mar 2013

While working as a graphic designer, I created artworks and participated in multiple exhibitions such as the Istanbul Biennale, the Public Library in New York, and the HKW (Berlin), selling up to 75% of pieces in solo shows and getting work published in magazines like *Belletristic* (Berlin) and *Lamono* (Barcelona).