Pedro Moreno

Digital product creator

PROFILE

Throughout the last 10 years, I have dedicated my career to understanding the needs of individuals and businesses in order to create digital products from scratch.

I have worked with startups and corporations from China, Thailand, Singapore, Spain, the USA, and Mexico.

PERSONAL INFORMATION

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Skype: morenoizquierdo
Portfolio: iamperi.com

WORK EXPERIENCE

2023

i4TECH / Singapore

Contractor: Product Designer

- Ideation, prototyping, and designing Electronics Manufacturing Services (EMS).
- Leading UX research for digital transformation in industrial processes.
- Enhancing UI Design for human interfaces in smart factories.

2022

Festina Group / Thailand, Switzerland and Spain.

Contractor: Product Design and Software Development

- Building Property Management Software for Real Estate in Bangkok.
- Leading the User Research, Prototyping, and UX/UI Design.
- Managing the Software Development from scratch to MVP.

2021 - 2022

Storhub / Singapore and Thailand.

Product Lead

- Leading the creation of Property Management Software for the self-storage industry
- Managing the Design and Development from scratch to MVP
- Digitalizing self-storage processes in APAC branches

2019

Telefonica Movistar / Spain, Chile, Perú.

UX Lead

- Designing a new Invoice Portal for Movistar Multicloud.
- Implementing GUI from Azure, AWS, and Huawei.
- Rebranding the Movistar Multicloud logo and creating video tutorials.
- Conducting UX research in Spain, Chile, and Peru.

2018 - 2020

NSCA / USA and Spain

Contractor: Product Design and Software Development

- Managing the development of a Learning Management System platform from scratch.
- Implementing AI (Artificial Intelligence) logic for business intelligence.
- Scaling the System to accommodate 8k online students in the first month

Digital skills

- Sketch
- Balsamiq
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After FX
- InvisionApp
- Jira/Trello
- Asana/Monday/ClickUp

Job-related skills

- Product Management
- Product Design
- UI/UX Design
- Systems Design
- Graphic Design
- Video Edition
- IT Team Management
- Teaching skills
- Agile Methodologies

Other skills

- Strong Creativity
- Communication
- Responsibility
- Problem Solving
- Team Work
- Sense of humor

2018
EntrenaPro / Spain
Contractor: Product Design and Software Development

- Geolocated multi-role Fitness App for coaches and athletes.
- Building a Native Mobile App from scratch for iOS/Android MVP.
- Over 40 UI screens for iOS and Android devices.
- Awarded by Google as a use case of Google Flutter possibilities.

2015 - 2017
Miid.io / China
Product Designer & Chief Brand Officer

- Designing an e-commerce platform for customized products and services (using VR and 360° technologies).
- UX Design for Chinese and international brands on the platform.
- Researching customization trends in Virtual Reality technology.
- Managing the team through Wireframing, UI Design, and User Tests.
- Managing Miid's brand "Walay Clothing" in Thailand.

2014 - 2016
Special Olympics FECAM / Spain
Contractor: Product Designer

- Building a WebApp from scratch to manage sports Championships for 10.000 athletes with intellectual disabilities.
- Service Design for real-time scores informing families and athletes

2012 - 2016
Kuiki Studio Ltd. / Hong Kong
Co-Founder & Product Designer
- Designing digital products from ideation to MVPs.
- Managing an international team with Agile methodologies, offering solutions throughout China in record time.
- Producing videos and motion graphics for brands in Chinese media.
- Improving digital solutions for Cisco Systems, Grant Thornton, the Cervantes Institute, and the Embassy of Brazil in China.
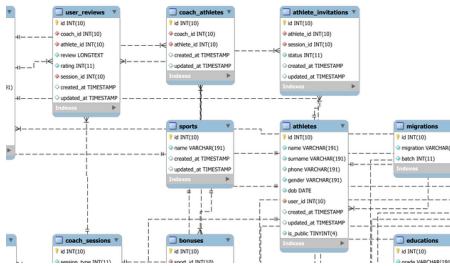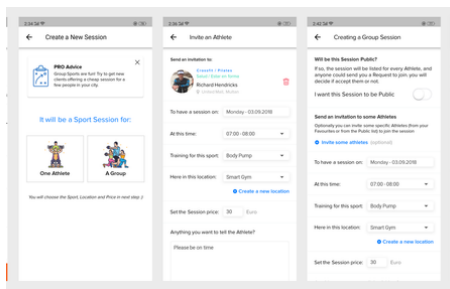
2011 - 2012
Lee Cooper / China
UX/UI Designer
- UX/UI Design to adapt Western Web Apps to the Chinese market.
- Brand design for the opening of 40 stores throughout China
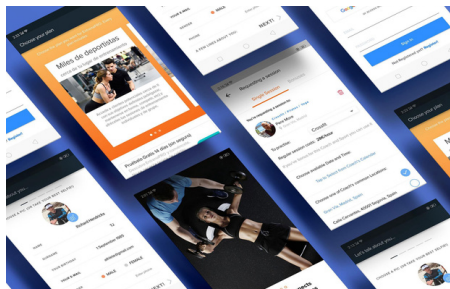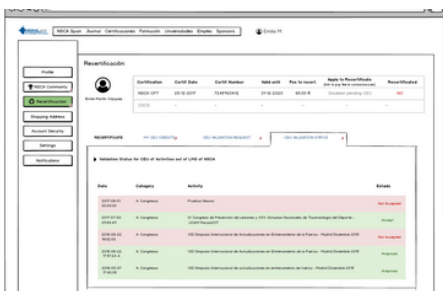
Some Visual Examples

Database Design for Storhub

UX/UI Design for NSCA

UX/UI Design for EntrenaPro

Example of Mockup Design

Example of User Persona Design

2010

International School of Economy / Spain

Interaction Designer

- Leading heuristic analysis for UX improvements in the finance field.
- Designing services and processes to improve user onboarding.

2007 - 2010

Tescoma S.r.o. / Spain

Head of Communication Department

- Managing the e-commerce platform for the Spain division of Tescoma, a kitchenware brand sold in 80 countries.
- Managing brand communication at international trade fairs.

EDUCATION

- **Master's Degree in Graphic Design**
  School of Arts, Alicante (Spain) 2005 - 2007

- **Master's Degree in Teacher Training for Secondary Education, Vocational Training and Language Teaching**
  University of Alicante (Spain) 2005

- **Bachelor in Advertising and Public Relations**
  University of Alicante (Spain) 2001-2004

CERTIFICATIONS

- **Digital Transformation**. University of Virginia, 2020.
- **Robotic Process Automation**. Intl. Assoc. of Certified RPA, 2020
- **Product Design**. Udacity & Google. 2015
- **Design Principles**. University of San Diego, 2016.
- **Human-Centered Design**. University of San Diego, 2016.
- **Social Computing**. University of San Diego, 2016.
- **Input and Interaction**.University of San Diego, 2016.
- **Interaction Design Fundamentals**. Lynda Studies. 2016
- **Video Edition, Visual FX, and Post-production**. Adobe INC. 2005