

## PERSONAL INFORMATION

## Pedro Moreno



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## POSITION

## UX Designer

Professional of design and communication developing projects in Asia and Europe.

## PROFILE

During the last 10 years, I have focused my career in knowing and improving usability and interaction either in Start-ups and corporates from China, Thailand and Spain.

The key is to listen and understand the needs of the customer and build appropriate guidance to develop original ideas to a sustainable and working model.

## WORK EXPERIENCE

Jun 2017–Present

**Senior UX Consultant and Product Designer**

Activity as an independent professional:

**Product designer for EntrenaPro startup.**

- Mobile App for fitness professionals and athletes developed with Google Flutter in 5 months.
- Multi-role App with two differentiated users interacting to create geolocated sort sessions
- Mockups and prototypes from idea to final App
- More than 40 UI screens for iOS and Android devices
- SuperAdmin and Admin panel
- Google Flutter staff has selected the App as a sample to add Google Payments features.

**Product designer for NSCA Spain and USA own e-learning platform**

- The platform includes multi-teacher features, video lessons and live webinars
- Student-teacher interaction through boards, exams and evaluation.
- Coupon discount designed and developed with I.A. parameters to adapt offers in the future
- Payment bridge including credit card and Paypal
- Spain version reached more than 7,000 students in three months of life.

**Product designer for Special Olympics FECAM**

- Improving web usability for athletes with intellectual disabilities
- Sports manager system to generate weekly championships with more than 10,000 players
- Real-time score website to inform athletes' relatives about next proofs and results

**UX Designer for University of Alicante and Institute of international economy**

- Leading heuristic analysis for Institute of International Economy associated websites
- UX Research for online courses in Spain and LATAM.

- Dec 2015–Jun 2017 **CXO (Chief Experience Officer)**  
Miid.io, Guangzhou (China)  
Miid is a 2M USD Startup established in China. Focused on e-commerce for customized products and services (using VR and 360° technologies)
- UX Design for Chinese and international brands in the platform
  - Researching customization trends and user preferences and the adoption of VR
  - Coordinating Design team through Wireframing, UI Design and User Tests
  - Managing the launch of Miid's brand Walay Clothing in Thailand (Bangkok and Chiang Mai).
- Feb 2012–Jan 2016 **Co-founder and UX Designer**  
Kuiki Studio, Hong Kong (China)  
I co-founded Kuiki Studio, offering Digital Product Design, development and communication for entrepreneurs and companies. Within its more than 4 years of activity, I guided our clients' needing from scratch idea, through the wireframing stage to the final product or service.
- Fulfilling the digital needs of companies such as Cisco Systems, Grant Thornton, Cervantes Institute, Embassy of Brazil in China.
  - Managing an international team of professionals in IT and Design into Agile methodologies, to offer solutions all over China in a record time.
  - Art Direction for video productions and Motion Graphics Design to communicate local and international brands in Chinese Media
- Nov 2011– Feb 2012 **UI/UX Designer**  
Lee Cooper China  
Coordinating Visual Marketing for Spring/Summer Campaign for 40 shops all around China, and managing the design of the internal magazine and corporate website for China
- Jun 2007–Nov 2011 **UX Designer and Chief of Communication Dept.**  
Tescoma s.r.o. Spain Division, Alicante (Spain)  
Tescoma is a Czech Multinational company of kitchenware sold in 80 countries. I managed the online commerce platform for Spain division from the wireframing stage to the user tests. I also managed brand communication for Spain in International trade fairs.

## EDUCATION AND TRAINING

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- 2017 **Product Design by Google**  
Udacity & Google
- 2016 **Interaction Design Specialization**  
UC San Diego & Coursera
- 2007 **Master's Degree in Graphic Design**  
School of Arts, Madrid (Spain)
- 2006 **Master's Degree in Teacher Training**  
University of Alicante, Alicante (Spain)
- 2004 **Degree in Advertising and Public Relations**  
University of Alicante, Alicante (Spain)

PERSONAL SKILLS

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## Job-related skills

- Product Design
- UI/UX Design
- Graphic Design
- Motion Graphics
- Art Direction
- Team Management
- Teaching skills
- Agile Methodologies

## Digitalskills

- Sketch
- Balsamiq
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere & AfterFX
- InvisionApp
- Asana/Trello/Monday

## Otherskills

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