



# Diana Garcia Gil

Senior UX Strategy and Product Designer

- 687771220
- missvi@missvinagre.com
- dianagarciaux.com
- linkedin.com/in/dianagarciagil

I am a passionate UX Specialist and Product Designer that loves team work and the digital enviroment. User Experience begins on the product design and meaningful approaches streamline workflows enabling teams to work faster, better and more aligned.

## Skills

Adobe Creative Suite

Figma

Sketch

Miro

Abstract

PowerPoint

Excel

Word

Pages

Keynote

HTML5

CSS3

Javascript

JQuery

Bootstrap

SASS

JSON

PHP

MJML

GreenSock

ActionScript3

GIT

Gulp

SSL

Terminal

Liferay

Wordpress

UX

UI

IA

Heuristics

Workshops

Service Design

Blueprinting

Product Design

Bitbucket

Confluence

Jira

Slack

Cezanne

Trello

Google Analytics IQ

GTM

Yandex

Ad Manager

FB Business

Social Blade

Similar Web

GTMetrix

Adobe Analytics

## Work Experience

2021-NOW

### Allianz Direct

Madrid

#### Senior UX/ Product Designer

Roles: UX Strategist, Product & Service Designer, Documentation management, Customer Communications UX Team Lead, Analytics and User Research, Design system management. Travel product development.

2021-2021

### Meep App

Madrid

#### Senior UX/UI Specialist

Roles: UX Designer, UI Designer, Documentation management  
Definition & development of IA, wireframing, user flows, interaction design

2016-2020

### Kimia Solutions

Madrid

#### Senior UX Specialist

Roles: UX Designer, Product Design, Web Analyst, Creative Development, Team Lead & Trainer.

Focused in the creation and analysis of high performance digital products (Sites, Ecommerce, Blogs, Display, Microsites, Landings, Branding)

Brands & Clients: Tidart, GAS, Bidsmind, The Cactus Blogs

2015-2016

### Deloitte Digital

Madrid

#### UX Lead

Roles: UX Designer and Developer, UX research, Front-End developer, Team Manager.

Brands & Clients: Ajuntament de Barcelona, Bip & Drive, Cesce, Pure Salt Hoteles, Grupo PlayaSol, Deloitte, DxD

2012-2015

### TBWA Spain

Madrid

#### Senior Creative Developer

Roles: Front-End developer, Brand adaptations and Rich Media & display Developer

Brands & Clients: Línea Directa, Ono, Estée Lauder, Adidas, Cunef, NH Hoteles, Playstation, El mundo.es, L'Oreal.

2015

### Universidad Antonio de Nebrija

Madrid

#### Associated Professor

Role: Integrated Advertising Master. Digital Production Lecturer.

2009-2012

### Edeas Sales & Training

Madrid

#### Front-End Developer & Designer

Roles: Frontend developer & Designer

Brands & Clients: Vodafone, Ono, Movistar, Samsung, Securitas, Jazztel, Orange.

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## Language Skills

Spanish  
Native

English  
C1 Level

Valencià  
Basic Cert.

French  
Basic

## Education

**Valencia Polytechnic University**  
**Industrial Design Engineering Degree**

Valencia

\*Creativity in Engineering Award - 2nd Prize (2002)

2001-2004

**Valencia Polytechnic University**  
**Fine Arts Degree**

Valencia

2004-2007

**CICE Institute**  
**Master Degree in Web  
Development and Design**

Madrid

2011-2012

**Universitat Oberta de Catalunya**  
**Master Degree in User Experience  
(UX Research and development)**

Madrid

2015

**Mr. Marcel School**  
**Design System Training**

Madrid

2021

**Nielsen Norman**  
**UX management Certification training**

Worldwide

Design Ops  
Service Design Blueprinting  
2022

## Interests



Piano



Cooking

missvinagre.com



Travel



3D Crafts



Adafruit &  
Phyton



Car  
Availability



B1 Driving  
License



Willingness  
to travel