

# DAVID MORALES DE LOS REYES

## UX/UI Designer

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## Skills

### UX Research

Qualitative and quantitative methods, Usability testing, Interview, Competitive Analysis, Journey Mapping, Data analysis

### UI Design

Brainstorming, Design Systems, Wireframes, Prototypes.

### Tools

Figma, Sketch, Adobe XD, Invision studio, Zeplin, InVision Studio, Webflow

## Languages

### English

Professional working proficiency

### Spanish

Native

## Education

2020 **Design System Bootcamp**

Memorisely

2020 **UX/UI Design**

Full time bootcamp - Ironhack

2013 **MA Methodology in Social Research**

Complutense University - Madrid

2011 **BA Sociology**

Granada University - Granada

## Experience

Dec 2020  
Present

### UI Designer

#### Coinrule

- Designed innovative customer experiences & creative design solutions across various digital channels.
- Developed high level visual designs, wireframes, user flows, design patterns, concept mock-ups & prototypes to effectively communicate interaction experience design ideas & enhancements
- Worked with teams to visually contextualize the UX in large user journeys, end-to-end.
- Executed all visual design stages from concept to final hand-off along with prototypes to engineering team.

Nov 2020  
Present

### UX/UI Designer

#### UX Rescue

- Providing pro-bono user experience design for non-profit organizations
- Conducting UX Research to support product design development
- Delivering creative solutions to solve user needs by visualizing research findings into wireframes and prototypes.

May 2020  
Present

### UX/UI Designer

#### Freelance

- Conducted qualitative/quantitative UX research to support product design development.
- Devised user journeys and user flows.
- Created mid-fi & hi-fi wireframes.

Jun 2020  
Sep 2020

### UX/UI Designer - Intern

#### Homie Co.

Homie Co is a australian startup designing a platform to help international students finding affordable accomodations.

- Started as solo designer translating business ideas into wireframes, creating a platform from scratch.
- Designed artifacts, user flows, wireframes, mid-fi & hi-fi prototypes.
- Advocated to prioritize user perspectives.

Jun 2019  
Jan 2020

### Researcher

#### Doctors of the World Spain

- Identified good practices and systematized the experience of the organization on Female Genital Mutilation (FGM) prevention.
- Organized and conducted personal interviews.
- Conducted quantitative and qualitative data analysis.
- Facilitated workshops with research participants and social workers on lessons learned and recommendations
- Project management.

Jun 2012  
Feb 2017

### Project Manager

#### Doctors of the World Spain

- European, national & private grants management.
- Wrote proposals for new strategies and projects.
- Coordinated and participated in meetings and networks.
- Coordinated volunteer teams.