



Sergio Pérez Illanes

UX/UI Designer
Content Designer

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Hi! I am a UX/UI designer and UX Writer with extensive experience in content and visual design.

I create memorable and engaging experiences through user research and with the business side of things in mind, something I've learned during my years in Marketing.

FIND ME AT

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medium.com/@illanes_

linkedin.com/in/sergioperezillanes

SKILLS

Fluent English

Sketch / Figma / InVision / Principle

Adobe Creative Suite

Webflow / Wordpress

HTML/CSS

Copywriting / proofreading

Team management

Lean methodology

SEO

Google Analytics / Google Ads

Public speaking

EDUCATION

UX/UI Bootcamp (Part Time)

NorthCamp School

March 2020 - July 2020

Degree in Journalism

Universidad de Málaga

October 2010 - June 2014

EXPERIENCE

UI / Content Designer

Digital Addiction

January 2018 - current

- Visual design, UX writing and Branding.
- Multimedia content creation for different brands and sectors (automotive, banking, SaaS, education...).
- SEO writing and optimization.
- KPIs measurement and reporting.
- Editorial planning based on business objectives.

Social Media Manager

Crambo

May 2016 - September 2017

- Creation and development of the communication strategy in social media.
- Bilingual social media management (Spain and USA).
- Strategic planning of digital advertising investment.
- Participation in the UX process for ecommerces.
- Prestashop sales reports and analysis.
- Content creation for different digital channels.

Co Founder

Hostiaqueguapo.com

February 2015 - April 2017

- Creation of an affiliate marketing website.
- Brand design, advertising materials and content creation.
- Community management (around 130,000 followers).
- InBound marketing and viralization strategies in social media.

Communications Trainee

BBVA

September 2015 - March 2016

- Internal memos and press releases for the Investment Banking area.
- Media relations.
- Reports, presentations and database management.