



Carlota Royuela

Senior Product Designer

carlotaroyuela@gmail.com

carlotaroyuela.now.sh

+34 606 685 690

I am an intrinsically motivated designer who loves to learn about humans, our behavior and our relationship with technology. I feel passion for research and learning new things that help me design better interactions. I'm a fact-based person with strong analytical skills and believe that research, empathy and creativity are the basics to create memorable experiences.

EDUCATION

SuperHi

2020

Digital Project Management

SuperHi

2020

React.js

SuperHi

2019

Foundation HTML, CSS + Javascript

UOC, Universitat Oberta de Catalunya

2016 - 2017

Master in UX

ELISAVA

2006 - 2010

Graphic Design Degree

SKILLS

End to end Product Design

UX and UI Design

User Research and Testing

Prototyping

A/B Testing

TOOLS

Figma

Sketch

Framer X

InVision

Adobe Creative Suite

HTML/CSS/Javascript (beginner)

RELEVANT WORK EXPERIENCE

Typeform, Senior Product Designer

06/2018 - Present

Own end to end design process, from brief to shipping within a cross functional team.

Think at a high level about strategy defining problems and goals.

Manage and contribute to multiple projects concurrently.

Analyse systems to understand the real needs of users and how design performs against product KPIs through quantitative and qualitative measurements.

eDreams ODIGEO, Senior UX Designer

12/2016 - 06/2018 (1 yr, 6 mos)

UX Designer in charge of the checkout step of mobile and desktop website. Responsible for creating, improving and defining ecommerce strategies for mobile and desktop.

Research for new and existing functionalities with user tests, benchmarks, test reports and quantitative data analysis.

Participated in the creation of a design system.

Improved conversion rates on mobile by redesigning the checkout page forms.

Hewlett-Packard, Senior Interaction Designer

03/2014 - 12/2016 (2 yrs, 10 mos)

Lead interaction designer for the small screen printers.

Responsible for creating the strategy for large format printers interaction patterns.

Conduct tests with end users, define workflows and interaction specifications.

Low and high fidelity prototyping with Axure and Sketch.

Research, strategy and interaction design of native iOS & Android apps.

Toro Development, UX Designer

01/2014 - 06/2014 (5 mos)

Contributed to the design of a payment mobile application conducting research and user tests. Defined user journeys, navigation flows and design specifications.

Wordline by Atos, Interaction Designer

09/2011 - 12/2013 (2 yrs, 3 mos)

Interaction designer for multiple ecommerce websites and native applications using agile methodology. Created advanced prototypes with Axure, user stories, task flows, wireframes, benchmarks and user test sessions.