

Lucía Lanza

UX/UI designer

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/lucia-lanza-casado/

About

Barcelona-based designer with 3+ years in a digital environment, I'm focused on leveraging user research, interaction, and visual design to improve product experiences for people and achieve business objectives.

Experience

Project manager, web & content creator | CICAT Cluster oct19 · may20

Redesigned the website and created visual identity and design assets for print, web, social media and press. Managed congress, networking activities and ICEX calls for national and international projects.

Web designer | MMS Audiovisual sept19 · nov19

Responsible for creating the end-to-end design of the new website; benchmarking, style guide, information architecture and ideation (WordPress).

Audiovisual technician | Mediapro / Aigües Bcn jan18 · jun20

Attended the virtual reality experience of clients, organized the reservation and customer service, resolved issues and material maintenance.

Community manager | New Moon Productions / Brave DMA oct17 · feb19

Worked with clients in developing brand identities and social media strategy. Created digital content (writing, photo and video) for blog and web.

Projects

Transformarte | Involve users in a social project Design Thinking

User research, testing, information arch, interaction, prototyping, visual design.

Why? app | Beat procrastination by taking control of your mood DT & Lean

Research & testing, user stories, user flows, UX writing, prototyping.

Etheria app | Encourage women to travel alone Graphic Design

Benchmarking, DAFO, information architecture, creative concept, wireframing.

Education

UX/UI design | Ironhack Barcelona 2020

Multimedia products design | Group Aspasia 2019

Audiovisual communication | Seville University / Pompeu Fabra 2013 · 2017

Tools

Wireframing & prototyping | Figma, Sketch, InVision, Principle

Graphic design | Illustrator, InDesign, Photoshop

Video edition | Premiere, Final Cut, After Effects, Blender

Front-end | HTML, CSS

Languages

English | First Cambridge

Català | B2 Intermedi

Français | Intermediaire

Español | Nativo