



Marc Morales

Senior UX Designer

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Senior Product (UX/UI) Design Lead with more than 20 years experience in Product design. I have managed and worked extensively in several projects for clients such as Banco Popular, Banco Santander, BBVA, Orange, EDP Energía, Zenith, Starcom, Publicis, Optimedia, BBDO, ...

Education

- Bachelor of Arts in Design (Pompeu Fabra University and Winchester School of Arts - Southampton University, 2000)
- English - level B2
- French - level C2
- Spanish, Catalan

Behavioural competences

- Highly passionate about UX/UI design
- Team leader
- Diligent and proactive
- Accurate and with strong attention to detail
- Extensive experience
- Team player who's able to work well under pressure
- Flexible and adaptable to change
- Focus on problem solving

Skills and functional competences

- Usability and user experience (UX- UI)
- Research, UX Architecture
- Wireframes, Mockups
- Responsive Web Design
- Accessibility (A/AA)
- Adobe Expert (Photoshop, Illustrator, ...)
- Figma, Sketch, MarvelApp, InvisionApp, Mockflow, Zeplin, Craft, Balsamiq, UXPin,...
- Agile Methodologies: Scrum and Kanban, Jira, Git, SVN, Trello,...

Work experience

- Agencia Manifiesto (Since 11/2022): Design lead
- Habitant/Globant (01/2022 - 11/2022): UX lead (Banco Santander)
- General Software (02/2021 - 01/2022): Senior product designer (Banc Sabadell)
- HCD (2002 – 2020):
Team design lead and product designer working in several projects:
 - Amena / Eresmas / Grupo Auna (2002 – 2015):
Responsible for the graphic design and usability, designing websites, banners, minisites, landing pages, newsletters, ... for www.amena.com, www.laredoute.es, www.eresmas.com, www.auna.es
 - Orange/France Telecom (2005 – 2017):
Responsible for the graphic design and usability designing:
New portal for the customer area (App and web)
Creation of MiOrange and MyAmena (App and web)
Several portals for internal use (App and web)
Orange.es and Amena.com front end (App and web)
 - Banco Santander (2016-2020)
UX design and usability designing:
Globe Spain (2019)
App Santander Empresas
App Santander Particulares
Web empresas – new design, UX/UI (consultant at Vector, 2017-2018)
 - Other clients: (2005-2020):
UX design and usability designing:
 - Iberia: Expert Accesibility (2020)
 - Aliseda Inmobiliaria: New design, responsive web platform (2019)
 - Advise: Redesign of online-tool Optimization (2019)
 - Banco Popular: E-shop *Popular Compras*, *web Colectivos*, marketing campaigns, ... (2008-2019)
 - BBVA: New design *App Nexo*, *Contigo*, *Las empresas cuentan* (2011-2013)
 - Liberbank: Responsible for the redesign and usability for a new website (2013)
 - Repsol-YPF: Responsible for the graphic design and usability designing websites, marketing campaigns, ... (2004-2009)
 - EDP Energía: Spanish web portal (2015)
 - LeasePlan: Human Resources web application portal (2017-2020)
 - Confianza Online: Spanish web portal (2018-2020)
 - ZenithMedia: Multimedia Design, Social Networks and Websites / Apps (2006-2018)