

# Erick Biain

UI - UX Product Designer

## I'm a Product Designer focused on creating high-impact and functional user-centered products and services

### Telefonica

UI-UX Lead Designer  
& Quality Assurance  
2022-2023  
Madrid, Spain

Responsible of UI-UX Design as well as the interaction of the learning products and services. Actively participate in the generation of ideas, planning, analysis, design of functionalities and the quality of Telefónica's learning projects. Establish and implement processes and guidelines that optimize work and value on all projects. Perform project work, from research to creating the design specification. Collaborate with product, engineering and research to ensure projects are well defined, high impact and successfully executed. Responsible for generating the execution of the QA test plan in all deliverables at the UAT level.

### Telefonica

Content & Marketing  
Manager  
2020-2021  
Madrid, Spain

Parallel to content design and management, I worked as head of marketing team, performing the following tasks: Manage, schedule, and create content for Telefonica social media platforms. Develop marketing concepts and strategies for different social media platforms to increase audience engagement. Research and analyze social media analytics to improve marketing strategies. Design of marketing and promotional material for different products and services.

### Telefonica

Lead Designer /  
Content Manager  
2015-2020  
Madrid, Spain

Develop end-to-end design in cross-functional experience teams with the content designers, researchers, PMs, engineers, marketing, legal and business stakeholders.

Management of the content department: content providers, project coordination, definition of work processes and procedures, commercial support, project definition, planning, development and budget control. Lead of the audiovisual production area in the content department. Work hand in hand with the tech department for the development of different solutions for products and services.

### Telefonica

Art Director &  
Motion Graphics  
2008-2015  
Madrid, Spain

Responsible for defining the design and communication strategy of all the learning projects developed at Telefónica, conceptualizing and integrating the corporate identities of the different clients into the company's products and services, defining the branding and generating the different marketing and communication pieces, as well as the different deliverables of both online and offline design, course design development and training platforms. Make promotional and communication videos of the different projects and products of the company.

### BG Media

Art Director  
2005-2008  
Caracas, Venezuela

I created a small design studio and for three years we have worked with a multitude of clients in different sectors. Being responsible for: development creative direction for the interactive and communication agency. Project coordination. Supervision and team management. Selection and training of people.

### Freelance

Graphic Designer  
2003-2005  
Caracas, Venezuela

For two years i have worked as a freelance for different projects and countries, like AXN Film Festival, JB Spain, El Universa, Empresas Polar, Loblan Latin America, etc.

### Contact

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### Education

#### Graphic Design

Caracas Design Institute  
Caracas, Venezuela  
2002 - 2005

#### Sound Engineering

TAS  
Caracas, Venezuela  
1998 - 2001

### Tools

Figma  
Adobe XD  
Photoshop  
Illustrator  
InDesign  
Premiere Pro  
After Effects  
Lightroom  
Media Encoder  
Blender  
Zeplin  
Jira  
Trello  
Miro  
HTML  
CSS  
Office  
Acrobat

### Skills

Design strategy  
Storytelling  
Experience Design  
User centered interfaces  
Prototypes  
Interaction Design  
Design Thinking  
User research and testing  
Visual design and branding  
Motion Design  
Multimedia content  
Video production  
Project Management

### Languages

English  
Professional Proficiency

Spanish  
Native

# Erick Biain

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## Certifications & Courses

### Google

**Professional User Experience (UX) Design Certificate (240h)**  
Cert. RU2FN9ZDNY6N

**Professional Project Management Certificate (240h)**  
Cert. 84WYZYXNBHCD

### Meta

**UX / UI**  
Cert. UVZDBTDT7YGK

**Metaverse**  
Cert. ENBQ9UGN65ME

### Scrum.org

**Professional Scrum Master I (PSM I) Certificate**  
Cert. 940770

**Professional Scrum Product Owner I (PSPO I) Certificate**  
Cert. 940507

### Sydney University

**Design-Led Strategy: Design thinking for business strategy**  
Cert. RU2FN93453NR

**Innovation Through Design: Think, Make, Break, Repeat**  
Cert. RU2FN9ZDNY6N

### Oxford University

**Leading Self**  
Universitas Telefónica

### IE Business School

**Global Management Program**  
Universitas Telefónica

### IBM

**Introduction to Artificial Intelligence (AI)**  
Cert. BPXN6WD4WLJT

### Domestika

**Product Design with Lean and UX**  
Cert. 24a674be500e0d85e8ad203f5faaab8c

**Full Figma**  
Cert. 99de53c1c6b8bcb5974435cc6cd8e0f5

**SEO Basic principles**  
Cert. 26cd7c53a8112500d63df82e20169041

**UX Writing**  
Cert. bd9861b3061635ef59b80bbc38f203ff

**Blender creative animation**  
Cert. abcb51512cefa8f38c15d21be6022ae3

**Responsive web design**  
Cert. 90446c939ef3de2c190db2e2c2652263

**Content Marketing for social networks**  
Cert. d60bdcd86f764c4072b2c3554a487f7

**Blender fantastic illustration**  
Cert. 523323769fa88f03007a118261aea76c

### Udemy

**Adobe XD Master prototypes**

**PSPO 1 Product Owner Course**

### Thinking with you

**Design thinking**

**Agile methodologies**