



UX/UI - Product Designer who thrives on creating intuitive interfaces for complex applications, bringing over 15 years of experience crafting seamless and tasteful web & mobile experiences.

With a deep understanding of design principles, processes, UX research and tools, Amalia combines creativity with strong business & branding acumen to deliver impactful solutions.

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## EDUCATION

**Designing Complex Apps for Specialized Domains**  
Nielsen Norman Group

**The One-Person UX Team**  
Nielsen Norman Group

**UX DESIGN PROFESSIONAL CERTIFICATE**  
Google

**MASTER'S DEGREE IN MARKETING**  
U.N.E.D - Spain

**HONS BACHELOR DEGREE - ADVERTISING & PPR**  
Universidad Complutense, Spain

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## OTHER SKILLS

- High attention to detail
- Problem solver
- The ability to work collaboratively
- Expert in presenting findings
- Time management skills
- Languages: English & Spanish

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## SOFTWARE

Figma / Adobe Suite / Zeplin /  
Shopify / PowerPoint / Procreate

## WORK EXPERIENCE

**UX/UI MANAGER. REFEYN** / May 2023 - Present

University of Oxford spinout specializing in mass photometry

- Conduct User Research: field studies, usability testing, surveys, interviews & software analytics.
- Design of workflows, wireframes, prototypes & high fidelity designs of highly complex software to measure samples and analyse scientific data.
- Creation of a full UI Design System
- Close collaboration with developers to ensure the successful implementation of designs, while working with stakeholders to align customer needs with business goals and requirements.

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**FREELANCE UX/UI - PRODUCT DESIGN** / 2008 - 2023

Some clients: BTP, Shiift, Hestia, IAM, Inspired Homes, TSB, Social Mood.

- Successfully collaborated with clients from the UK and US, creating intuitive, user-friendly and visually appealing interfaces & strong branding.
- Designed responsive user interfaces, including wireframes, user flows and high-fidelity prototypes.
- Conducted UX research to optimise UX design strategies. Specifically: usability testing, user interviews, affinity maps, and persona development.
- Created impactful marketing collateral, such as brochures, presentations and advertising campaigns.

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**LATTE DESIGN - FOUNDER** / 2013 - 2023

- Successfully established and grew a Prints & Homewares brand that achieved over 200,000 sales worldwide, more than 100 retailers, and secured licensing agreements with leading companies such as IKEA.
- Conducted UX research by utilising interviews and surveys to ensure customer satisfaction for Latte Design's clients and A/B testing for improving website conversion.

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**PRIVATE ART STUDIO** / 2002 - 2008. Spain

Sculpture & Photography. Accomplishments:  
11 Awards, 2 Solo Exhibitions and 40 Group Exhibitions

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**MARKETING & COMMUNICATION CONSULTANCY** /

1997-2002. Spain & Italy

Companies: Germinus, Netjuice, Bankinter, Tormo