

Luna Maldonado

UX/UI | DIGITAL PRODUCT DESIGNER

lunamaldonado.es hello@lunamaldonado.es 622 26 06 08 Barcelona, SPAIN



PROFILE

Driven by design with an analytic mind. I love creating in multiple disciplines, both professionally and as a hobby. For me, creating is a balance between aesthetics and functionality, while always keeping in mind the users and business.

LANGUAGES

Catalan
Native

Spanish
Native

English
C1/CAE Certified (Advanced)
Business level

SKILLS

UX/UI (Figma, Adobe Xd, InVision)

Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere...)

HTML / CSS

Wordpress (Divi theme)

Design Thinking, Agile methodology

User reaserch, User centered design

Prototyping, Wireframing

Translate user insights into designs

PERSONAL QUALITIES

Responsible

Creative

Honest

Team player

Loves to learn

Autonomus

Problem-solving

SOCIALS

 **Portfolio:** www.lunamaldonado.es

 linkedin.com/in/lunamaldonado

WORK EXPERIENCE

E-commerce & Business websites, 2024 - Present (2 months) - UX/UI & Development

I am currently creating an e-commerce website for a fashion brand and another website for a company of industrial services that wants to reach their clients online.

Designer & Marketing Manager, 2023 - Present (1 year) - Digital & Graphic Design, Marketing

I am currently a creative and strategic professional who leads the digital transformation of a textile company with international presence, updating its image and increasing its digital presence. Combine marketing and design skills to develop innovative strategies and creating attractive visual content.

Freelance, 2021 - 2023 period (1 year) - Web & Graphic Design

While pursuing my university degree, I have gained hands-on experience in freelance website and graphic design. I have successfully delivered projects involving the creation of WordPress websites, an online shop, high-fidelity wireframes, and brand identity designs.

Digital Designer , 2018-2020 (2 years) - Ingrup Estudi (Design Studio)

- **Digital Design:** Website design, content creation & management
- **Graphic Design:** Branding projects, signage design, advertising & product design
- **Community Manager:** Content creation & photography for various platforms, including email marketing. Customer management for projects and customer service.

STUDIES

Universitat Oberta de Catalunya, 2023 / Barcelona
Bachelor degree in **Digital & Creative Design**

ESDAP La Llotja, 2019 / Barcelona
Interactive Design - **UX/UI** (Advanced SVT)

VOLUNTEER WORK

Website Design & Development, 2023 (4 months) - NGO's | El camí de la solidaritat / CMHW Coalition

I actively contributed to the redesign of two non-profit WordPress websites, improving design and user experience, one of them being an online store. Responsible for UX/UI in collaboration with developers.