

Hola! I am Paco

pacojimenezdiaz@gmail.com

Product UI / UX Designer & full-time dreamer

20 years of experience in digital design and advertising.

Work experience

Product Designer Mentor

2I Buttons

ENE. 2020- PRESENT

My role revolves around advising on the process of creating products and usability experiences, starting by detecting and defining the frictions of use of real users and offering solutions in this regard.

Lead UX / UI Design

Soft For You

OCT. 2015- PRESENT

- Head Designer of the UX-UI team.
- Define the vision, strategy planning and create mobile work plan.
- Define an agile process as to integrate UX UX Design and Research.

Professor of "TV Communication"

Universitat Abat Oliba

MAR. 2015 - JUN. 2018

They learn new forms of communication and interactive audiovisual innovation on television and the Internet.

Master Teacher / The future of integrated advertising

IED Barcelona

MAR. 2015 - JUN. 2018

Course on conceptual, analytical, creative and technical innovation to propose digital solutions based on disruptive innovation tools.

Lead UX / UI Design

BeRepublic

JAN. 2013 - JUN. 2015

Multidisciplinary creative supervisor responsible for digital, mobile and audiovisual area of the department of advertising clients such as Banco Sabadell, Desigual, Jack Daniel's, Roca Junyent, Barceló, Hotels, Munich, Lavazza, Pepe Jeans, Estrella Damm, Ayuntamiento of Barcelona, La Vanguardia, Conguitos...

Product Designer

Siine Ltd

AUG. 2011 - JAN. 2013

- Coordinate the output of a design team.
- Work closely with the UX team to produce graphical elements.
- Work with the marketing team to support online campaigns.

Senior Art Direction - Motion Designer

CP Proximity

AUG. 2011 - JAN. 2013

Online, direct, CRM, offline, social media & TV creation and development of integrated campaigns, direct, digital and CRM marketing. Accounts: Volkswagen CRM, CRM Audi, Audi After Sales, Škoda, Damm, Pronovias, la Caixa, Danone and ECAC.

Education

Art and Digital

ESDi School of Design Degree in Electronic

SEP. 2000 - JUN. 2004

Design The course is planned as a result of the need to train qualified professional staff in the field of design of information systems for the various interactive devices that are currently in the ICT market. There is currently a high demand for professionals who can design more useful, more effective, simpler, and generate rich experiences in product users.

Audiovisual production and digital photography

CEF

SEP. 1998 - JUN. 2000

In this higher degree completion techniques they are working on shooting, control of realization of TV and digital photography.

Awards

Bronze

Sun Advergaming & Development Digital Technology

COMMUNICATION CAMPAIGN: ERISTOFF NIGHT STREET VIEW
CLIENT: BACARDI MARTINI / ERISTOFF

Bronze

Sun Direct Marketing Promotional

COMMUNICATION CAMPAIGN: SPOTITIME THE SOUND OF YOUR HOURS
CLIENT: CP PROXIMITY BARCELONA

Bronze

Sun Digital / Advergaming

COMMUNICATION CAMPAIGN: WOLF INVADERS
CLIENT: BACARDI MARTINI / ERISTOFF

Bronze

Sun Shortlist Promotional Marketing

COMMUNICATION CAMPAIGN: SPOTITIME THE SOUND OF YOUR HOURS
CLIENT: CP PROXIMITY BARCELONA

Skills

Prototyping

Rapid prototyping using Invision & Sktech • Interactives flows

Interaction Design

UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mock ups • Motion design • Production redlines • Style guides & pattern library.

Software

Adobe suite, Sketch, Principle, Invision Studio, Xcode, Supernova Studio, Unity, Cinema 4D, HTML & CSS.