Alba Giménez

About me

I'm a 20 years old UX/UI designer who embraces mastery as a lifelong endeavor. In addition, I'm an avid reader pursuing my genuine curiosity and passion.
I'm looking for opportunities to fill the current gaps in my knowledge and acquire more experience in product, design, and team processes.

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Experience

Collaborated with Barkibu. January 2022 - March 2022 (3 months)

During my Bootcamp at Ironhack, I had the opportunity to collaborate with Barkibu on a final project.
Barkibu is a pet health data company that offers health insurance products for dogs and cats.

Barkibu wanted to gather some insights into how their users were using their landing page and their needs, so I ran several user research sessions, created a problem statement, and developed several user personas. I also researched competitors and developed insights into their competitive advantages.
With all this information, I set out to develop a brand identity document, user flows for each user persona, and several redesigns of their mobile landing page based on the research. In addition, I held several meetings with Barkibu to share what we learned during our research. Hopefully, this will result in a significant increase in their KPIs.

You can see some of the designs I developed for Barkibu in Dribbble.

Education

UX/UI Design Bootcamp at Ironhack. January 2022 - March 2022 (3 months)

I've been designing for a while now. However, I still have a lot of gaps in my knowledge, so I decided to enroll in the UX/UI Design Remote Bootcamp at Ironhack to deepen my understanding of several areas like user research, user interface design, and user experience.

I participated in the January-March cohort, and I could say with a high degree of confidence that it was a successful endeavor. I feel more prepared now to tackle my next challenge and keep deepening my knowledge on everything design-related.

During my time at Ironhack I:
- Participated in multiple user research sessions where I had the opportunity to run surveys and conduct user interviews.
- Collaborated with several internal and external stakeholders.
- Developed design systems —including branding, color palette, typography, and components—.
- Illustrated several projects.

My portfolio: https://albagimenez.super.site