# Hi, Hola,

## I'm Andrés Merizalde
## Sapiens & Product Designer

Great! I'm glad you're reading this. In the following lines, I hope I can explain you a bit more about me – the designer – but mostly, the person. After all, it is the whole package; my skills and my vision of life, which will make our working-relationship grow and go further. **Shall we start?**

### LET'S START, WHO AM I?

Who am I? Transcendental question, hard to answer, no doubt.

I'm Andrés Merizalde, sapiens, designer, investor, reader, stoic apprentice, gardener, father, and master-of-none, among other things. Basically, I curious guy in a yet to discover world.

Lately and professionally, I enjoy designing and crafting digital experiences, products and services for making people's life easier.

> *Some call me UX/UI Designer, others Product Designer or just Designer. In essence, an authentic problem solver!*

I believe in the democratizing role of design and its transforming power.
I am proud to be part of this great challenge.

### CONTACT ME!

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## EDUCATION

**Current
2020**

**Service Design Executive │ UXER SCHOOL**

A 24 sessions and 72 hours intensive program designed to acquire a holistic vision for analyzing, mapping, prototyping and implementing product and services for enhancing the relationship between the company and its customers' needs. I'm gaining an in-depth understanding of the user, its context, the business and the technology to be able to activate the necessary levers within the company that promote the value proposition for the brand.

*Research, interviews, soft skills, contextual observation, desk research, service safari, ethnography, co-design, costumer journey, service blueprint*

**2017**

**User Experience Immersive │ UXER SCHOOL**

An 8 weeks and 64 hours intensive program designed to explore and act trought the whole User Experience process. I learnt severial skill acquired through practice, both individually and in teams as users' research, wireframing and prototyping plus design thinking tools with the aim of solving problems in a creative and agile way.

*UX, UI, design research, agile, sketching, design thinking, business design, wireframing, prototyping, digital experiences*

**Current
2016**

**Design and digital Creations Degree │ UOC Universitat Oberta de Catalunya**

Higher studies focused on the development of creative solutions that respond to social, cultural and business demands in a committed, sustainable and forward-looking manner. Design in a holistic perspective integrating graphic design, communication and UX design with a humanistic and cultural perspective in tune with new trends such as the maker movement, the hacker ethic and free culture. These studies promote a collaborative, open, sustainable and responsible professional design activity.

*Design, UX, UI, graphic design, digital creations, branding, ethical design, HCD, sustaninibality, culture, research, video, animation, web design*

**2016
2015**

**Marketing Digital and Social Media Postgraduate │ Seeway**

Studies oriented to manage and optimize marketing processes with a 360º approach. Strategies to implement digital marketing combined with different design techniques for positioning, evaluation, analysis and in order to achieve greater visibility and volume traffic. A new and modern perspective, full of possibilities and tools to save time and above all connect more effectively with customers.

*Strategy, SEO, SEM, analytics, social media, content marketing, inbound, KPI, ROI, email marketing, automatización,*

**2013
2010**

**HNC Product and Industrial Design │ Terrassa Escola d'Art**

Studies focused on the development of products and objects taking into consideration their technical and manufacturing features matched with their functionality and the relationship that is established between objects and users needs understanding.

*Industrial design, sketching, drawing, materials, users, CAD, 3D modelling, manufacturing, prototyping*

**2010
2007**

**HNC Graphic Design │ Terrassa Escola d'Art**

Studies focused in building and communicating graphic messages in an understandable and visually interesting eye-catching way. Graphic communication responds to solutions of all kinds, such as branding, adverstising or packaging.

*Graphic design, branding, photography, illustration. Editorial design, packaging, photography, illustration. advertising*

**2006**

**First Cambridge Certificate in English (Nivel B2) │ University of Cambridge – London**

## WORK EXPERIENCE (CURRENT)

**Current
2018**

**PASIONA CONSULTING** │ UX/UI Designer

My work at pasiona is to design experiences that improve the relationship between users, stakeholders with products and services. Products ranging from apps for time control, through logistics management; to intranets and apps that improve company internal relationships and enhance community. Furthermore, I've been able to participate in the commitment to offer accessible products and services through different projects ranging from health app consultancies to design HR management platforms.

Please find below some of the projects in which I have worked.

*Accessibility, research, interviews, personas, empathy map, stakeholder map, user flows, customer journey, hierarchy, wireframes, mock-ups, design systems, heuristic evaluation, DevOps, Sketch, Invisiona, Zeplin, Miro, Adobe, Lookback, Optimal Workshop, Office 365*

### AXA

Software design for the insurance company which digitizes and centralize several processes and tasks to control, manage and automate insurance closing procedures.

*User research, user interviews, user journeys, prototyping, wireframing*

### URIACH

Multiplatform app design that centralizes pharmaceutical's company information. It allows the management of different processes and enhance the relationship with the employees in a simple and fast way, creating an aligned and committed community.

*User research, user test, user flows, user journeys, wireframing, prototyping, design system, scrum*

### DMG MORI

Digital transformation of manual processes and design of a web-based logistics software to manage automatizes processes for industrial machine sales. Processes such as purchases, sales, manufacturing, providers, business flows, product delivery, set-up and billing.

*User research, user flows, user journeys, user stories, wireframing, prototyping, design systems, scrum*

### GOTALENT

Design of a web-based product for HR management that is highly customizable and scalable, but above all, the software meets the AA accessibility requirements.

*Wireframing, user testing, prototyping, accessibility, scrum*

### TIC SALUT

Heuristic analysis and certification of different applications for health and social welfare for "Fundació TIC Salut" (Catalan's Government Health Foundation). This accreditation is granted through a series of parameters related to usability, user experience, visual identity and accessibility.

*User research, heuristic analysis, accessibility*

### CHIESI

A tablet app design that allows sales representatives to manage promotional health products in an agile way from learning about their habits and their patterns through the customization, monitoring and activity history.

*Benchmarking, user flows, user test, wireframing, prototyping*

### AMV

Design of the internal communication experience through a corporate intranet which reflect the insurance company spirit.

*User research, tree-test, user test, user journeys, wireframing, prototyping, design system*

## WORK EXPERIENCE (PREVIOUS)

**2017**
**2012**

**AMATE AUDIO** | Design Lead

I was a key part in the renewal and expansion of the company, both at the corporate and organizational level.

I directed the company's design and communication department, actively participating in the development of many products, from conception to execution. From the first sketch; I have listened to his first words and sounds to finally go on the market to captivate the users. I have portrayed them, named them, endowed with a personality, a language and a story to tell.

*Art direction, marketing, graphic design, branding, stratregy, comunicación, advertising, marketing, editorial design, 3D rendering, newsletters, photography, Adobe, Hubspot, Hootsuite, Rhinoceros, Vray, Cinema 4D*

**2017**
**2016**

**GUIRIS EN BARCELONA** | Co-founder – CTO

Guiris in Barcelona was a community for making events and sharing plans in Barcelona more accessible for expats, travelers and anyone who wants to enjoy the city in a cosmopolitan environment. My job on this platform was to offer technical support and ensure a catching user experience through the different communication channels.

*CMS, art direction, strategy, marketing, Wordpress*

**2016**

**andresmerizalde.com** | Art direction, designer

There is life beyond my full-time job. I have played in different projects such as branding, editorial design, communication strategies, art direction, product development, marketing, photography, web design and business development.

*Design, art direction, editorial design, photography, strategy, marketing, Adobe, 3D, Wordpress*

**2011**
**2010**

**AFIRMA** | Designer

In this strategic ICT consultancy based in Sant Cugat, I worked on different projects ranging from branding, editorial design to advertising, illustration and communication.

*Design, communication, editorial design, advertising, illustration, branding*

## WHY YOU SHOULD WORK WITH ME?

Such a brilliant question, let me give 5 reasons:

**1.** I'm very curious guy. Really, I am!
Professionally, I have explored several design fields, from brand design or 3D design, to focus on Product Design, Service Design and Accessibility. Personally, we could talk long hours about the crypto – economy, investments, gardening, Wes Anderson films, documentaries, self-improvement books, stoicism and especially the true reality behind being father.

**2.** I'm a fast learner. And connected with curiosity, I'm able to learn very fast from different fields. As a Consultant and Design Lead I have learned about several products, services and company mindsets in order to understand better users, stakeholder and business needs.

**3.** I'm highly organized. These past years I've been able to work, live, study and raise two beautiful girls without losing my mind. In order to achieve that I have developed some tips: keep things as simple as you can, meditate, read, have fun, communicate, share, workout (at least trying), give things the importance they really have, organize and track tasks, set reminders, and Kaizen: try to be 1% better every day.

**4.** I'm resilient, fearless and proactive. In my life I have been trough several problems. Imagine the path of a guy from the middle of the Andes, to live and work in Europe on solving complex problems for making other people life's easier. I don't wait till things to come to me, I go towards them. If something could be improved, why not do so?

**5.** I'm motivated. Sometimes more than what I should. I believe we should seek for purpose in life. I'm ready to try, to fail, to learn and to make every action needed for a better professional and specially, a better person.

## SO, WHY TO CHANGE?

All stages in life have to end. I want to take on step further in my career, get out of my comfort zone, and above all, keep learning and challenging myself.

*I truly think that as a professional I can offer a lot, I want new challenges and I look for new opportunities. You can be sure that I will do everything in my hands and in my head to make our relationship profitable, makes us grow, smile and above all, look back and feel proud.*

*I believe that true success is being happy with what you do; enthusiasm in every challenge and most importantly, passion. This is my attitude, this is my offer for you!*

## CONVICED, RIGHT!

**Let's talk:** hola@andresmerizalde.com

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