



# Hi, Hola,

**I'm Andrés Merizalde**  
**UX/UI 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.

I'm also a **UI/UX and product designer** who enjoys designing and crafting digital experiences, products, and services to make people's lives easier. More than ten years of experience give me a T-shape approach to the projects where I'm involved in, pushing boundaries and going beyond. I'm an authentic problem solver who believes in the democratizing role of design and its transforming power.

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transforming power*

## **CONTACT ME!**

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## WORK EXPERIENCE

- Current  
2021**

- **UOC Universitat Oberta de Catalunya** | Assistant Lecturer Interaction Design (IxD)

Assistant lecturer for Interaction Design subject within the Digital Design and Creation Degree.

*UX Design, Interaction Design, Teaching*
- Current  
2021**

- **BANC SABADELL** | Product/Service Designer

I'm part of the servicing branch whose focus is to offer the best daily banking experience for our costumers.

Projects ranging from a better experience with their cards, to working to achieve the 5-star review for our products and services in all the different channels.

*UX Design, Service Design, User Test, Research, wireframing, prototyping, design systems*
- 2021  
2018**

- **PASIONA CONSULTING** | UX/UI Designer

I designed experiences that improve the relationship between users and stakeholders and business goals with products and services. I've worked designing a wide range of products such as apps for time control, logistics management software, intranets or corporative apps. Furthermore, I've been able to participate in the commitment to offer accessible products and services through different projects ranging from health app assessments to design HR software management platforms.

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

    - **Insurance company**

Lead researcher and service designer roles for improving a software who centralizes security and vulnerability testing for the whole company ecosystem of product and services.

*User research, user interviews, user journeys, workshop facilitation prototyping, wireframing*
    - **Camper Xpress**

Brand and UI design for a camper and motorhome renting website. Part of a bigger project which covers the whole process of renting and management: public website, owner's management and admin configuration.

*Benchmarking, user journeys, Branding, UI Design.*
    - **T-systems**

UI design of a modern, agile and a customizable SaaS platform for teams. The way it has been designed allows the company to provide an easy and fast customization.

*UI Design, Asset preparation, Design system*
    - **Insurance company**

WCAG 2.1 Level AA accessibility assessment of a portal which allows company's internal communication. Beyond the assessment results and report, I have updated several design components to match the required criteria and update company's design system.

*Accessibility, Assessment, UI Design, Design optimization, Documentattion*
    - **URIACH APP**

UX/UI design of a multiplatform app which 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**

UX/UI design of an integrated SaaS platform where user are able to check the status of any machine's manufacturing project right away and wherever they are. Every user could input its own information, it is shared and sync with the whole team through automatic notifications triggers for the next step in the process.

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

- **TIC SALUT Accessibility Assessment**

Heuristic analysis and certification for Health and Social Welfare apps 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*

- **GOTALENT HR**

Design of a web-based product for HR management that is highly customizable and scalable, but above all, the software meets the WCAG 2.1. Level AA accessibility criteria.

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

- **Insurance company**

UX/UI design of a web-app that digitizes and centralize several processes and tasks to control, manage and automate insurance closing procedures.

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

- **CHIESI**

UX/UI design for an iPad app that allows sales representatives to manage promotional health products in an agile way. The app learns their habits and their patterns through customization, monitoring and activity.

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

2017  
2012

- **AMATE AUDIO | CX & 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, strategy, comunicación, advertising, marketing, editorial design, 3D rendering, newsletters, photography, Adobe, Hubspot, Hootsuite, Rhinoceros, Vray, Cinema 4D*

2016

- **andresmerizalde.com | Design Consultant**

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

*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*

## EDUCATION

- 2021**  
**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, sustaninibility, culture, research, video, animation, web design*
- 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 trough the whole User Experience process. I learnt several 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*
- 2016**  
**2015**

**● Marketing Digital and Social Media Postgraduate | Seeway**

Studies oriented to manage and optimize marketing processes with a 360° 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**

## 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. 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](mailto:hola@andresmerizalde.com)

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