



Hi, Hola,

I'm Andrés Merizalde
Product Designer / Service 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, Service Designer or just Designer. In short, 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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WORK EXPERIENCE

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.

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 C-Cure

Lead researcher and service designer roles for improving a software who centralizes security and vulnerability testing for the whole AXA's 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

● AXA The One

WCAG 2.1 Level AA accessibility assessment of a portal which allows AXA's internal communication. Beyond the assessment results and report, I have updated several design components to match the required criteria and update AXA'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 trough automatic notifications triggers for the next step in the process.

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

WORK EXPERIENCE (continuation)

- **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
- **AXA Control de Cierres**

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, comunicació, 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 | 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. In my life I have been through 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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