



Pablo Sacaluga

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A enthusiastic **Experience Designer** with more than 5 years in professional experience. Currently **available** to work in fast-paced collaborative environments, ready to apply analytical thinking and problem solving.

Committed with the end user, **exploring** to get a better understanding and incorporate every team members in the design process. I love to **iterate**, to find the best path to satisfy our user needs, and **validate** the final experience as a part of the design solution.

Skills

Content audits, competitors analysis, user flow, user journeys, user needs, creating personas or empathy map.

Conduct usability test, focus groups and data-driven tools.

Interaction and UI design, rapid wireframes, low/high prototyping.

Lean agile approach for user experience methodologies.

Experience working in remote workshops and prototype testing interview.

Maintenance and create brand identity and strategy. Brand audits.

Best practices: style patterns, mobile first, responsive design, atomic design.

Experience

The Big House -- July 2014 - December 2015 --

Working as User Experience / UI / Graphic Designer in multiples internal and external professional projects:

- **Spotahome** --www.spotahome.com - Website redesign with a user-centered and mobile-first approach for a responsive web design strategy.

Researching and continuous delivering content audit, competitors analysis, user flows, data-driven tools, wireframing and low/high prototype.

Conducting in-house and remote workshops and testing.

Established and helped to maintain a consistent visual design.

- **Lexvisors**.

Researching and delivering high fidelity wireframes.

- **Internal projects**.

Researching and delivering wireframe, online surveys, competitors analysis and user stories.

Define and implement brand guidelines in all print and digital communications pieces.

Experience

8ycuarto :: store&gallery -- August 2011 - July 2014 --

As Experience / Graphic Designer and Business Developer in a urban fashion retail company.

Aligning the customer needs and business goals through customer journeys, diary studies, competitors analysis and data-driven tools to improve business strategy.

Create and manage an ecommerce Website, improve SEO results and all supported by a social media strategy.

Established and helped maintain a consistent branding.

Generate brand awareness through partnership and organizing offline events like exhibitions, fairs and music events.

Freelance Designer -- October 2005 - May 2009 --

Several projects as UI and Graphic Designer for online and offline marketing projects

Concept to deliver digital design through landing pages, email, marketing banners or marketing online campaigns.

Custom and modifying CMS (Wordpress or Prestashop).

Develop brand identity and design strategy, integrated business goals into design concepts..

Education

Social Science and Communication BsC

UCA University of Cádiz (Spain) -- 2009 - 2012 --

Visual and Communication Arts Master

Instituto de Artes Visuales IAV (Spain) -- 2002 - 2006 --

Additional Information

Courses, Seminars and Congress

Mentoring in Startup Weekend Madrid 2015.

Material Fest 2015, event about Material Design and Android Dev.
Type Directors Club TDC59 Cadiz 2014, speaker about Fontown, a new typeface testing tool.

"New regulation in visual communication and publicity"

University of Cádiz -- 2010 --

"Protocol and Communication in the company"

Empresarios Andalucía -- 2009 --

"Occupational Teaching Trainer Course"

Junta de Andalucía -- 2006 --

Events

Member of thesingulars, a designers meetup community since 2014, in Southern of Spain.

Founder of Lone Foal, electronic music event since 2013, in Cádiz.

Founder of Soho Dionisia, Local Merchants Association --

2012-2014 -- created to promote slow shopping and culture in

Jerez, Spain. Managing communication and design strategy.