



Pablo Sacaluga

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A **Product Designer** that ...

Enjoy working in a collaborative environment and systematic thinking for problems solving.

Explore to understand and work close to the team members throughout the whole process. Iterate to find the best path to add value to the product.

Experience

Emergya

April 2016 - currently

Product Designer

Discovering and understanding project requirements, gathering information through collaborative and iterative methods and activities.

Practicing systemic and strategic thinking to achieve the insights from a problem statement to user stories.

Encouraging product team participation about research and design activities by conducting in-house and remote workshops.

Create wireframe and low/high prototyping to conduct remote and in-person usability testing.

Designing natural and conversational flows, and landing design decision into the technology (DialogFlow or Alexa).

Aligning brand values to brand Personality and Tone for virtual assistants.

Standardize and automate actions and activities, creating a consistent internal design culture.

Some of the companies that I'd worked with: **INTEF** (<https://portfolio.intef.es>), **Siemens***, **Alter Tech.** (www.doeet.com), **Hoteles Meliá*** (www.melia.com), **Securitas Direct**, **Liberbank**, **Acciona**, and more.

The Big House

July 2014 - December 2015

User Experience Designer

Researching and delivering content audit, competitors analysis, architecture information, user flows, heatmapping and data-driven tools.

Encouraging product team participation in research and design activities by conducting in-house and remote workshops.

Create wireframes and low/high prototyping to conduct remote and in-person usability testing.

Established and helped maintain a consistent and visual design following the design system.

Projects: **Spotahome** (www.spotahome.com), **Lexvisors**, **Fontown** (www.fontown.com).

* Project under NDA.



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Education

Interaction Design Specialization -- University of California San Diego (*online*)
-- 2016.

Social Science and Communication BSC -- UCA University of Cádiz (Spain) --
2009 - 2012.

Visual and Communication Arts Master -- Instituto de Artes Visuales - Jerez -
Cádiz — 2002 - 2006.

Tools

Sketch, Figma and Adobe **CC** (Illustrator, Photoshop, XD).

Axure, Principle, or Invision. Currently playing with **Framer**.

Pen & Paper (*a good starting point*).

Additional Information

[Courses, Seminars and Congress](#)

Data Driven Design - La Nave Nodriza - February 2019

Philosophy of Technology and Design: Shaping relations between human and technologies - University of Twente 2017.

Design mentoring in **Startup Weekend Madrid** 2015, with The Big House.

Type Directors Club Cadiz 2014, speech about **Fontown** typeface assistant tool for designers.

"New regulation in visual communication and publicity" Seminar -- University of Cádiz -- 2010.

[Events](#)

Experience Fighters 2018/2019, Madrid. Assistant to the main event in Spain related to experience and innovation design.

Organizer of the **Material Fest 2015**, Cádiz, an event about Material Design and Android development supported by Google Spain.

Member of **TheSingulars**, a designers meetup community from 2014 to 2016, in South of Spain. Talking about design and its different verticals.

🎱 Extra Ball

I'm interesting in study some sociology topics, like some theory and research activities, and a specialized product program.

It will be great to have a catch up and talk about any reference in this document, or any other topic as public service design, music news, or about *vermut*.

Reference and portfolio available upon request -- updated in November 2020.