



Oscar Manzano

UX Designer

Tel: +34 697 69 89 46

Email: oscar.oscarmanzano@gmail.com

Portfolio: oscarmanzano.website

Skype: oscar.oscarmanzano

Instagram: oscar__manzano

Location: Madrid, Spain

"I am passionate about designing digital products, combining my user experience and visual design skills to achieve measurable results."

UX Design

Research

User-centered methodologies, such as **Design Thinking**, to **empathize** and understand the problem to be solved. Analysis of users and competitors through **surveys**, **interviews** and **benchmarking**. Obtaining **pain-points**, **findings** and **insights**. Application of methodologies such as **desk research**, **personas**, **empathy maps**, **PURE** or **customer journey**.

Visual Design

Development of **tree testing**, **card sorting**, **taxonomies** and **flowcharts** for the information architecture. Preparation of **wireframes**. Ideation of **style-guides** to define elements of a consistent interface. Use of **UI Kits** to generate a **design system** based on reusable components. Interface design using the collected information and **microinteractions** definition.

Testing

Use of **A / B test** or **Google analytics** to trace user steps. **UX Metrics** study to assess **KPI** targets and improve **CRO**. Application of **heuristics**, design principles and **Gestalt** to improve the user experience in all **iterations**.

Professional experience

UX Consultant

Campfire I.T. & Digital (March 2019 - present)

User experience consultancy, mainly for UK companies involved in education and health.

UX Designer

ImmedialT Software (July 2019 - December 2019)

Applying **UCD** methodologies to improve User Experience. Designing web applications (**Drupal**) for clients in the aerospace industry such as (**ESA**) or **EUMETSAT**.

UX Designer

Nolve Developments (September 2017 - March 2019)

Lean and **Scrum** methodologies to develop security software. Creation of **UI Kit**, **style guide** and **information architecture**. Research, benchmarking, user tests and heuristics.

UX Designer

Orcha Healthcare (October 2016 - July 2017)

Design system and style guide development for digital health control platforms used by NHS, including **in-lab tests** and collaboration with health app developers.

UX Designer

Enova IT Solutions (January 2015 - August 2016)

UX improvement for digital products. Customers included Telefonica, Zurich and Media Markt. Research, user journey and RWD for **e-commerce**.

Education

· Elements of AI.

University of Helsinki (2020)

· Human-centered Design.

· Drawing.

· After Effects.

Domestika (2020)

· Data-Driven Product Management: A/B testing & experimentation.

· Accessible Accessibility.

Meetups (2019)

· User Experience Design Course.

· Design Thinking masterclass.

Neoland (2019)

· JavaScript for Web Developers Course.

Fictizia (2016)

· Responsive Web Design with HTML5 and CSS3 Course.

CICE (2014)

· BTEC HND in Graphic Design and Multimedia.

E.S.I. (2001)

Hard skills

Sketch · Figma · InVision · Principle · Marvel · Zeplin · Axure · Adobe · Trello · Treejack · Material Design (Android) · Human Interface Guidelines (iOS) · Atomic Design · UI Kit · Style Guide · Wireflow · Mockup · Focus Groups · User testing · RWD · CSS Grid / Flexbox · Analytics · CRO

Soft skills

Adaptability · Perseverance · Resilience · Team working · Problem solving · Project management · Communication skills ·

Languages

Spanish: Native.

English: Full professional proficiency (C1).