

# Jeaneth Sánchez Núñez

**Email:** jeaneth.sanchez@gmail.com | **Phone:** (+34) 675 245 628 | **Location:** Barcelona, Spain

**LinkedIn:** [linkedin.com/in/jeaneth-ux-ui-designer](https://www.linkedin.com/in/jeaneth-ux-ui-designer) | **Portfolio:** [jeanethsanchez.com](https://jeanethsanchez.com)

## Experience

### Freelance UX/UI Designer

Chatica | October 2024 - Present

- Led the redesign of a UK-based e-commerce platform, focusing on user engagement and usability improvements.
- Conducted user interviews, market research, and competitive analysis to inform design decisions.
- Provided responsive design, UX writing, and SEO consulting to optimize user interaction and site performance.

### Freelance UX/UI Designer

Pet Spirit | April 2023 - Present

- Conducted user research and usability testing to enhance the e-commerce experience for pet product buyers.
- Designed user personas, wireframes, and high-fidelity prototypes to build a streamlined, user-focused platform.
- Collaborated with stakeholders to refine branding and ensure responsive, cross-device compatibility.

### Freelance Branding and Web Designer

Factory Hostels | November 2021 - Present

- Redesigned websites for a network of hostels, improving overall user experience and design consistency.
- Managed platform development using WordPress, optimizing accessibility, SEO, and performance.
- Achieved a 50% increase in bookings within the first month post-redesign, as measured by Google Analytics.

### Branding and Web Designer

IBX Agency | July 2015 - March 2023

- Designed and optimized user-centered websites to improve usability and visual appeal.
- Developed brand identities and social media content to enhance online presence and engagement.
- Collaborated with cross-functional teams to ensure timely project delivery using WordPress.

## Languages

**Spanish:** Native

**English:** C2 (EF SET Certificate)

## Certifications and Education

### UX/UI Mobile Interface Design course

La Salle | September 2024 - October 2024

Completed the entire design process from research to prototyping and usability testing for a new Spotify feature.

### Front End Developer

Code Op | April 2024 - August 2024

Created a book exchange web app with an intuitive dashboard, improving UX and book management.

### UX / UI Designer

Coder House | February 2024 - June 2024

Applied design thinking and human-centered design to develop a mobile app that simplifies pet food selection, including prototyping and usability testing.

### Full Stack Developer

Factoría F5 Barcelona | April 2023 - October 2023

Full-stack bootcamp: HTML5, CSS, JavaScript, React.

### Social Communication and advertising

Pontificia Universidad Javeriana | 2005 - 2010

Bachelor's Degree in Social Communication

## Skills

### Design Skills

User Interface Design, Interaction Design, Wireframing, Prototyping, Atomic & Material Design, UI Kits, Responsive Design, Visual Design

### Research

User Interviews, Surveys, Card Sorting, Benchmarking, Affinity Mapping, Usability Testing, A/B Testing, Heuristic Evaluation, Analytics Review, Information Architecture.

### Software and Tools

Figma, FigJam, Illustrator, Photoshop, InDesign, WordPress, Shopify, Trello, HTML, CSS, JavaScript, React, Vue

### Soft Skills

Agile Methodology, Communication, Teamwork, Critical Thinking, Collaboration, Conflict Resolution, Empathy