

Alejandro Ranedo

Product Designer

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EXPERIENCE

Freelance UX/UI Designer | alejandrodsgns.com

Oct. 2020 - Present

- Designed websites for local businesses, including long-term updates and maintenance.
- Conducted competitive analysis, market research, and user interviews to inform design decisions and user-centric solutions.
- Created branding and collateral design art direction and established a consistent visual identity.
- Produced creative assets, marketing, and collateral for multiple businesses, including a YouTube channel with 80K+ subscribers across 100+ videos.
- Developed websites using WordPress and Squarespace as well as HTML, CSS, and JavaScript.

Lead Teacher | La Inmaculada | Madrid, SPAIN

Sept. 2018 - Aug. 2022

- Collaborated with a cross-functional team to restructure the school website menu in WordPress.
- Conducted over 300 interviews with parents to collect feedback on sensitive topics.
- Created tailored educational materials, ensuring accessibility and adaptability.
- Designed gamified remote learning with automated feedback to assist 350 students.

Teacher | Various schools | Madrid, SPAIN / Collinsville, IL / St. Louis, MO

Oct. 2015 - Aug. 2018

- Employed user-centered teaching methods and adaptive technology in an inclusive classroom.
- Demonstrated adaptability by managing multiple classrooms in different school settings.

EDUCATION

UX Academy Certification | 2023 | Designlab

- Completed over 560 hours of intensive boot camp, focusing on practical skills over 9 months.
- Achieved proficiency through 119 hands-on exercises, mastering fundamental UX design principles and methodologies.
- Produced 4 practical projects, honing skills in user research, wireframing, prototyping, and testing.
- Participated in weekly group critique sessions and received personalized one-on-one mentoring from UX professionals.

Bachelor of Education | 2009 | Camilo José Cela University (UCJC) | Villanueva del P. (SPAIN)

Bachelor and Master of Science | 2007 | Technical University of Madrid | Madrid (SPAIN)

UX DESIGN SKILLS

UX research (research plans, user interviews, surveys, contextual inquiry, field studies, competitive analysis, A/B testing) | **Information organization** (card sorting, affinity maps, information architecture) | **Data analysis** | **Persona creation** | **Prototyping** | **Usability testing** | **Wireframing** | **Accessibility** | **Mastery of design tools** such as Figma and Photoshop | **Collaboration** | **Adaptability** | **Basic coding knowledge** (HTML, CSS, and JavaScript)

LANGUAGES

Spanish: Native fluency | **English:** Full professional proficiency | **Portuguese:** Conversational proficiency