



# Andrea Canelo

Product Designer

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## Experience

### Amaris Consulting - Product Designer

Since April 2021

External product designer at Nespresso, redesigning the user experience for the global e-commerce solution. Collaborative work with an extensive team of stakeholders. Creation, documentation and governance of the design system.

### Deloitte - UX Design Consultant and Product Designer

February 2019 - April 2021

Execution of the end to end UX and UI design processes for web projects, native apps and other digital products for brands such as Coca-Cola, Dragados, CaixaBank, Banco Santander, Renfe and Viena.

Product designer in a long-term project for the banking industry, building and curating its design system.

### Boboli - Digital Product Designer

December 2017 - February 2019

Analysis and redesign of the digital interaction and user experience. Introduction of UX methods for improving the B2B and B2C online sales platforms.

Collaboration in the development of omnichannel marketing strategies. Marketing and branding design, for both online and offline channels.

### Manzaning - Graphic & UI Designer

October 2016 - December 2017

UI, branding and graphic materials design. Preparation and publication of visual and written social media content.

As the company is a startup and the team was small, I also handled other tasks such as customer service or commercial actions in markets and fairs.

## Skills

UX design, interaction design, user research, UX strategy, wireframes and prototyping, visual design, usability testing and development support.

Teamwork skills, active listening, democratic communication, organization, adaptability and presentation skills.

## Education

### Master's Degree in User Experience and Interface Design

ESDi, Universitat Ramon Llull  
2017-2018

### Degree in Graphic Design

ESDi, Universitat Ramon Llull  
2013-2017

### Brand Design - Erasmus Period

École de Design Nantes  
Atlantique / International Class  
2015-2016

### Graphic Design Short Course

Central Saint Martins /  
University of the Arts London  
2015

## Languages

### Spanish and Catalan

Mother tongues

### English (C1)

TOEIC 990/990 - 2019  
TOEFL 114/120 - 2017  
Certificate in Advanced English -  
2013

### French (B1)

Intermediate level by EOI

Consolidated through work and academic experiences in the US, France, UK, Switzerland and Ireland.