

Maria Adell i Noguera

Product designer - UX/UI, web designer

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Work Experience

Web designer, Product designer

May 2021 – March 2024

Immograf, Marketing & Digital Projects | Barcelona, Catalonia, Spain

- Led multiple digital projects simultaneously, coordinating between clients and internal teams.
- Designed responsive UX wireframes and high-fidelity UI prototypes in Figma (mobile & web).
- Developed websites using WordPress and PrestaShop, both with templates and custom themes.
- Performed usability testing across devices, ensuring responsive and high-quality user experiences.
- Conducted UX audits and implemented improvements to boost user engagement and performance.
- Actively researched new tools and trends to stay ahead in digital product innovation.

Web designer (UX/UI, layout)

December 2020 - April 2021

Antemo Studio | Barcelona, Catalonia, Spain

- Created both low and high-fidelity wireframes in Figma, aligned with user-centered design principles.
- Applied design thinking methodologies and analyzed heatmaps and session recordings to optimize UX.
- Built and customized websites in WordPress using Elementor.

UX/UI designer, graphic designer

October 2020 - April 2021

Canolla | Barcelona, Catalonia, Spain

- Designed and developed the Canolla website based on brand identity, using WordPress.
- Performed UX analysis with a focus on continuous optimization through data insights.
- Managed brand visuals across social media, packaging, and product concept creation.

Graphic designer

May 2018 - November 2019

Happy People Barcelona | Barcelona, Catalonia, Spain

- Developed branding materials including manuals, posters, and signage.
- Updated and maintained websites via WordPress, applying basic CSS adjustments.

Skills & Tools

Figma, Adobe XD | HTML, CSS | WordPress, WooCommerce, PrestaShop | Adobe Photoshop, Illustrator, InDesign
English (B2), Japanese (N5), Spanish (Native), Catalan (Native)

Education

Web design postgraduate course

January 2019 - June 2019

EINA, Universitat Autònoma de Barcelona

Arts and Design Bachelor's degree

September 2012 - June 2017

Universitat Autònoma de Barcelona