Mōnica Castell Sheehy

Product Design & interaction.

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Toolbox

Figma - Sketch - inVision
Photoshop - Illustrator
Animate (Flash) - After
Effects - Premiere
Wordpress - Bootstrap
Principle - Lottie - Atom
HTML/CSS - JS - Node JS
Express JS - Kotlin & Java

Product Design experience highlights

Responsabilities for my role in the following companies:

• Identify and troubleshoot UX problems, users' needs and help them reach their goals with UX solutions. Conduct user research analysis to solve user problems. Define user flows and personas to help shaping the direction of the stategy.

• Research and analyze the industry and the competition. Define and understand the strong points of the product and propose design solutions to better position the product on the market.

• Introduce design new features and concepts that meet the product and the business objectives of the organization and the strategy of the brand.

• Communicate the new ideas with low and high-fidelity mockups, detailed interaction specs, and prototypes to communicate interaction and design effectively.

• Work side by side, usually in Agile teams, with Product Managers, marketing teams and Engineers.

• Create documentation, design systems and developers hand-off.

Nucleoo

Digital Product Designer.
Oct 2021 - current / In-house position / BI & AI sector / ⌨️🖥️📱

Nucleoo is a Business Intelligence plattform powering business data by translating it into user friendly graphics and representations.

Dealshatch

Digital Product Designer and Front-end developer.
2021 / Freelance remote position / Business sector / 🖥️🖥️

Dealshatch is a platform to connect investors with the best deals.

Amazemeet

UX/UI Digital Product Designer.
2020 / Freelance remote position / Productivity tool / 🖥️🖥️

Amazemeet is a webtool to improve effectiveness in meetings.

Lleego

Digital Product Design Lead.
2019 / In-house position / b2b marketplace / Travel sector / 🖥️🖥️

Lleego makes life easier to travel agents.

Kiki

UX/UI Digital Product Designer.
2019 / Freelance remote position / Dating sector / 🖥️📱

Dating app where you can buy someone a drink or invite them to dinner.

Others

Other international products that I've worked with in the position of UX/UI Digital Product Designer are Macníficos (e-commerce), Swag (dating app), Cebado Academy (e-commerce), LBRY (p2p community)...

Art direction experience

During my years as an Art Director and Motion Designer in advertising agencies at the very beginning of my career, I had the chance to work for major brands like **IKEA, Vodafone, Loewe, Burger King, El País, The Red Cross** to name a few. I work some projects solo and others as part of a small team usually 2 or 3 members (Art/copy/sales manager). Is a period I enjoyed very much and learned a lot from. The agencies I worked for are all in Madrid. **Click Naranja, Fullsix and WYSIWYG Razorfish.**

• Follow clients' briefing.
• Brainstorm team meeting.
• Define a marketing strategy for the campaign.
• Creating mockups with proposals.
• Developing high definition animated and interactive final graphic art.

Coding experience

Even though I don't consider myself as a developer I believe it's a must for a Digital Product Designer to have basic coding skills in order to understand what can or can't be done and to choose the flow and arquitecture that would be more efficient regarding resources and development time. As part of my degree I've learned html and css and later on I kept adding other skills like javascript and recently finished a React course from Superhi and a full stack one from the Appbrewery.

CICE

2008 / 1 year / Masters in Multimedia Design

Adobe suite (Photoshop, Illustrator, After Efects, Premiere, Flash...), Branding, tipography, html, css, javascript, best design practices, ergonomics and design.

Escuela de Arte San Telmo

2006 / 2 years/ Superior Degree in Illustration

Graphic composition, use of color, artistic drawing and painting, fotography, art history...

Over the years I've gained recognition for my graphic art, motion graphics and illustration skills in form of prizes, interviews, exhibitions, etc.