

CURRICULUM

ALBERTO SANZ FENOLLAR

PORTFOLIO AND PERSONAL WEB: www.leisuredesign.es

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UX/UI Design

Web Design

Digital Marketing

Responsive Design, Human-centered design, WordPress, marketing automatizations, acquisition of leads, Mobile Apps (Android-IOS), Mockups, Wireframes, Design Thinking, User journeys, HTML, working with developers, email design, affiliate platforms, dealing with customers and suppliers, banners y cleaning emails list.

PROFESIONAL EXPERIENCE

 Online Campers

10/2020 until now

Entrepreneur – UX/UI Designer – Digital Marketing – BBDD

Creation and ideation of my own business project. The first comparator of motorhomes, caravans and campers. Performing and learning all kinds of tasks, from corporate design, logo design, design of the entire project and web in Figma, learning database management and business creation.

 Grupo ADD - FuturaVIVE

01/2020 to 10/2020

Web Designer – Digital Marketing

Company specialized in marketing and manufacturing of Robotics, Artificial Intelligence and Virtual Reality. I was in charge of a total redesign of the website and of improving the whole system for capturing and filtering leads. In this case, I worked with Adobe XD and Figma and then I transferred the design myself to WordPress with the Divi builder

 Ignium Consulting

2015 to 11/2018

Project manager

Dedicated to digital marketing consulting, specializing in lead acquisition and loyalty projects. I was in charge of all the designs, web design, forms, landing pages, emails (working with email marketing automation platforms such as Mautic or Acumbamail), designs of dossiers, advertising and banners. Working hand in hand with the development team.

For the changes and improvements in the websites, I used the results of Google Analytics, Hotjar, internal analysis of leads, their quality, A/B tests and user feedback. In all the designs, working with different clients, I had to take into account and always work on the style guides of the companies, as well as validate all the designs in meetings with the different teams of the clients. I had projects for different clients such as Aldeas Infantiles, Axa, Movistar, and Marco Aldany.

 Mi Regalo Eres Tú

2010 until now

Designer

Creation of personal business in which I perform personalized photo gifts on request.

 RealCleanMadrid

2013 to 2015

Working as a freelancer in a company dedicated to special cleaning and professional vacuuming.

 Public School Ermita del Santo

10/2008 to 06/2018

Leisure monitor of kids in a morning playground.

TECHNICAL SKILLS

Adobe Photoshop



Adobe Illustrator



Figma



Adobe XD



InVision



Wordpress



HTML5



Affinity Designer



Procreate



GIMP2



Adobe Dreamweaver



Adobe Animate



AutoCAD



Rhinoceros 3D



Autodesk 3DS Max



Word



Power Point



Excel



Access



Marketing: Mautic, Benchmark, Active Campaign, MailChimp, BeeFree.io, Awin, Affilinet, Zanox.

COURSES

- ✓ Figma – Essentias Training offered by Bring You Onw Laptop con certificación Adobe Certified Professional
- ✓ Mobile Interaction Design: How to Design Usable Mobile Products and Services offered by National Research University Higher School of Economics
- ✓ Multimedia Web Design Course, HTML, and introduction to electronic commerce held at the AEDE Technology School
- ✓ Level II Photoshop, Photo retouching, Flash + Blog
- ✓ Leisure and Free Time kids Monitor

EDUCATION

-  Industrial and Product Design
Istituto Europeo Di Design
(IED), Madrid (05/08)
-  General Certificate of
Education in Sciences
Colegio Internacional Sek – El
Castillo, Madrid (99/05)
3 months in SEK Dublin, Ireland
(00-01)

LANGUAGES

-  Spanish.....Native speaker
-  English.....Advance

+ INFO

-  Driving license B1 and car.