



# Serafin Marti

UX/ UI designer

## Tools

- Figma
- Adobe XD
- Miro
- Photoshop
- Lightroom
- Illustrator

## Skills

- User experience design
- Usability research
- User interface design
- Prototyping
- User testing
- Empathy maps
- Web design

## Languages

**Spanish** Native

**English** Advanced

**German** Intermediate

## Contact

serafinmarti.com

+49 15 175020726

Serafmax@hotmail.com

## Education

### Google UX Design | Coursera

July 2021- December 2021

### Bachelor of fashion design | Royal academy of fine arts, Antwerp

September 2014 - September 2016

### International baccalaureate | Sagrado corazón

September 2009 - June 2011

## Experience

### UX/UI designer | Platri IT

February 2022 - April 2024

- Spearheaded the design and development of diverse projects, including mobile applications and responsive web platforms.
- Prioritized user-centric design through usability testing and user research, ensuring optimal user experience.
- Crafted intuitive and accessible interfaces using Figma and Adobe XD, creating high-fidelity mockups and interactive prototypes.
- Collaborated effectively with design teams, developers, and stakeholders to bridge the gap between vision and execution.

### Sales assistant | H&M

September 2021 - January 2022

- Streamlined customer transactions by processing payments accurately and efficiently at the cash register.
- Contributed to efficient inventory management.
- Cultivated a welcoming and engaging atmosphere for customers, providing expert advice on clothing selection.

### Graphic design Internship | Wunderman Thompson

September 2018 - March 2019, Madrid

- Developed engaging social media content for leading brands like Samsung, Nivea, and Labello, driving brand awareness and audience engagement.
- Conceptualized and designed banner ads for digital advertising campaigns, optimizing visuals for maximum campaign success.
- Produced high-quality marketing collateral, including brochures, posters, and flyers, to effectively communicate brand messages across various mediums.
- Contributed to website design by crafting user-friendly basic layouts, ensuring a consistent brand experience.