Ariadna Boladeras

UX UI Designer (Barcelona)

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About me
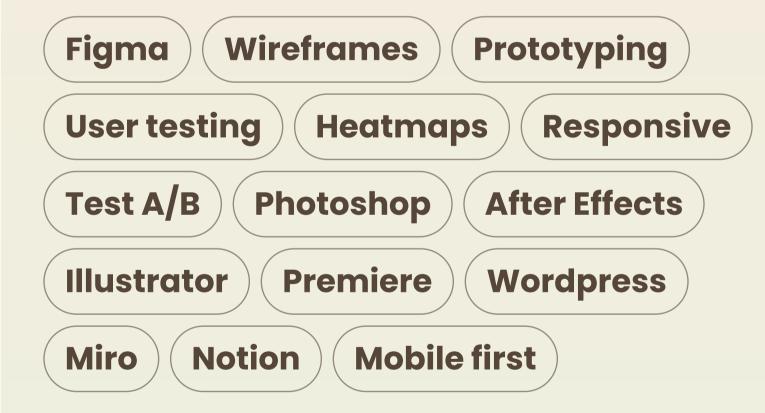
UX/UI Designer with over 5 years of experience creating user-centered solutions and improving conversions through data analysis and strategic design.

I connect with user needs and transform ideas into effective solutions.

Languages

Spanish and Catalan: Native
English: Upper-intermediate level (B2.2)

Hard skills

Figma · Wireframes · Prototyping · User testing · Heatmaps · Responsive · Test A/B · Photoshop · After Effects · Illustrator · Premiere · Wordpress · Miro · Notion · Mobile first

Soft skills

Problem-solving · Creativity · Critical thinking · Attention to detail · Empathy · Teamwork · Adaptability · Communication · Time management

Work Experience

UX/UI Designer (CRO) | *Holaluz*

July 2021 - January 2025

- I have designed landing pages that optimized conversions and enhanced user experience.
- I conduct heatmap analysis and usability testing to identify areas for improvement.
- I lead user interviews to gather user-centered insights.
- I have created digital ads that contributed to the success of results-oriented advertising campaigns.

Junior UX/UI Designer (CRO) | *Welead.io*

March 2020 - November 2020

- Designed websites and landing pages, achieving excellent results and high satisfaction from clients and users.
- Created visual content for social media and developed animations and videos for various brands.
- Performed photo editing and design focused on digital branding.

Freelance Graphic Designer

September 2019 - March 2020

- Designed websites for small businesses, integrating strategic design.
- Created content for social media, improving communication and digital presence.

Academic Background

UPF Barcelona School of Management
Master's Degree in Usability and User Experience Design

Escuela Empresa
Postgraduate in Design Thinking

Pompeu Fabra University
Bachelor's Degree in Audiovisual Communication