



Susana Herreros

Senior User Experience Designer

About me

I'm a Designer with a holistic problem-solving approach.

My process has been brushed up over nine years of experience. Efficient and easygoing, I build digital products from research to pixel-perfect design, bringing empathy, passion and commitment to my work.

I've gained a wealth of knowledge and expertise by working on various projects for clients and partners, including Telefónica, Expedia and HomeAway in their offices in Madrid, London, Marseille, Frankfurt and Texas.

Contact

✉ susana.herreros@gmail.com

📞 659783839

Skills

Sketch	Flowcharts
Invision	Design Thinking
Figma	Sprint & Agile Methodologies
Zeplin	Google Analytics
Abstract	Keynote
Moqups	HTML CSS3
Design Systems	Jira, Confluence & Notion
CMS (WordPress y Jahia)	

Languages

🇬🇧 English working proficiency C1 (lived in London for 2 years)

🇪🇸 Native Spanish

More info

🐦 [susanacreative](#)

🌐 [susanaherrerosfraile](#)

🌐 [susanaherreros.es](#)

EXPERIENCE

Senior User Experience Designer

Madrid | Mar 2022 · Present

Telefónica

- ▶ Embed within a cross-functional product squad and led design within one or more product areas – from discovery, definition, and development to delivery.
- ▶ Proactively partner with product managers and engineers to oversee the user experience of a feature or product by understanding and balancing technical constraints, business requirements and user goals.
- ▶ Solved challenging design problems and presented multiple concepts for consideration, with sound rationale articulating design decisions.
- ▶ Created deliverables for the product area (competitive analyses, low fidelity wireframes, high fidelity mockups, prototypes, journey maps, storyboards, personas, design vision, specification documents, etc.) that helped define the vision and execution of solving real user problems through the user experience.
- ▶ Demonstrated stakeholder management and relationship-building skills, including effectively managing expectations and obtaining agreement on critical objectives.

Senior User Experience Designer

Madrid | Aug 2020 · March 2022

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- ▶ Understand goals, business requirements and constraints, market opportunities, and user needs to help define opportunity areas and experience requirements.
- ▶ Worked with the product owners, teach leads and the stakeholders to define MVP scopes.
- ▶ Mapping existing and to-be experiences across both front and back-end and actors involved through journey maps, blueprints, and ecosystem maps on the router mobile app, Smart WiFi.
- ▶ Execute the detailed design of defined experiences working across the service components, for iOS and Android, interaction logins and visual language expression using Movistar Design System, Mistica.
- ▶ Support the definition of new product/service value proposition and implementation roadmaps
- ▶ Design wireframes, screens, and prototypes to illustrate product behaviour along defined used cases and enabling a successful handover of outcomes to the client through training and documentation.

EDUCATION

Digital product designer at The Hero Camp

2021

- ▶ Understanding the key points of the business model to design product strategies according to business models - Contribution of the Product Designer in the development of products: from visual design to lead the end-to-end process of the problem to the solution, hand-to-hand with PM and development team.
- ▶ Data-mindset over Pixel-Perfect Mindset: The profile that is sought in advanced production equipment. Defending arguments based on data.
- ▶ Definition and prioritization of metrics depending on the product, context and strategy.