

Hi! I'm Xavi Puig 🙌

I'm focused on Visual Design & the humanization of the User Experience



I combine research, user flows, wireframing, prototyping, storytelling, and visual design & development to transform tricky problems into engaging solutions. With a background in Front-End Development, I understand the constraints of the web and am able to design and build around them effectively.

Experience

Product Designer @ Your New Self

2018 - Present

Focused on project definition, wireframing, ux research and making the visual interface.

Project Lead @ Fourtastics

2016 - 2019

Conceptualization and design of web projects oriented to the user experience.

UX/UI Designer @ Movetia

2017 - 2018

Focused on the development of the visual interface of important financial companies.

Creative Director @ Roiback

2010 - 2017

Creative direction of web projects for hotels. Creation and development of the famous Backhotel booking engine.

Web Designer @ Hotusa Hotels

2009 - 2010

Web and graphic design for hotels and hotel chains within the business group.

Web Designer @ Adevinta

2003 - 2006

Focused on the engine section of the company, working in projects such as Coches.net, Motos.net, etc.

Education

Design Research @ UXER School

2019

Design Research. Research Methodology with quantitative and qualitative methods.

Interaction & Usability @ UOC

2018

Postgraduate specialization oriented to the user experience.

Gràfica Publicitària

2006 - 2010

Higher Grade of Gràfica Publicitària. Included year of specialization.

Editorial Design @ Seeway

2005 - 2006

Specialization in Editorial Design and related software such as Adobe Indesign or QuarkXpress.



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