

# MISSO

IS NOT A SOUP

[http://miss\\_o\\_is\\_not\\_a\\_soup.dunked.com/](http://miss_o_is_not_a_soup.dunked.com/)

Olivia Caro de Diego  
**UX/UI Designer**

Nationality · Spanish  
Work permit · Full EU

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(References available  
upon request)

## SKILLS

**UX + Research** Conceptual thinking and researcher, Product strategy, Wireframing, Prototyping, User/Website Flows, Personas, Usability testing.

**UI** Mocking up, UI toolkits, Specs, Style Guides, Responsive, Platform, Native, Typography, Layout, Grid, Pixel perfect.

## Tools

- Sketch
- Adobe CS (Illustrator, Photoshop, Indesign, Flash, Dreamweaver)
- HTML, CSS, JQuery. (Not a coder).
- Marvelapp, Flinto, Invision.
- Wordpress, Joomla and CMS management skills.

## Personal

Team player, 'Can-do' attitude, Passionate.  
Passion for design, Conceptual thinking and ability to deliver projects from the ground.

## EMPLOYMENT

**JUN16 • Current** **Newsquest Media Group Limited** – UX/UI Designer Lead – Product Strategy. London.

Newsquest is one of the UK's largest regional news publishers with more than 200 newspapers, magazines and trade publications, published in print, online and on mobile.

**JAN15 • Current** **FUZZYGAB.4 International Research Group** – UX/UI Designer & UX Researcher member. Spain-UK-Argentina. FuzzyGab.04 is a personal project where I contribute from time to time.

**JUL15 • DEC 15** **FundApps** – UX/UI Designer Lead – SAAS Product Strategy. London.

Working as a lead UX/UI Designer in the product strategy of a SAAS product. FundApps is a London Fintech firm that makes intuitively simple software for the fund industry.

**NOV14 • JUL15** **Canonical - Ubuntu** – UI designer - Product Strategy. London.

Working in the Platform team as Visual Designer at Canonical Ltd – Ubuntu, global open source software organization. Using agile environment methodology of work within the Visual and UX teams.

Duties and tasks:

- Creation of Graphic strategy and Ui design solutions for their mobile operative system.
- Designing visual strategies into interaction. Typography, color and graphic style and the application of these elements over a broad and diversified product portfolio to create design concepts relating to new and existing products.

**NOV13 • NOV14** **BLACKWELL'S UK LIMITED** – UX/UI designer. London.

<https://learn.blackwell.co.uk/>  
<https://itunes.apple.com/us/app/blackwells-bookshop/id703343955?mt=8>  
[HTTPS://PLAY.GOOGLE.COM/STORE/APPS/DETAILS?ID=COM.INTEGRATED.BLACKWELL](https://PLAY.GOOGLE.COM/STORE/APPS/DETAILS?ID=COM.INTEGRATED.BLACKWELL)

UX/UI Designer at Blackwell's UK Limited, International Book Retail and Distribution.

Working on the platform team in the creation and development of the Blackwell's Learning App a web based project that is a new platform that is going to rock the new way of communication in the academic field. Working on a fast paced agile environment in partnership with the UX Design team to ensure features are delivered to the highest standard, providing concepts, ideas, mockups and style guides for our developers team.

Duties and tasks:

- Designing and developing Blackwell's brand, look & feel and brainstorming user-centered offerings.
- Work on the project from concept to final design and assets creation when delivery time.
- Providing mockups + Style guides solutions focusing on UI design and concepting across platform such as mobile/tablet (Android + iOS) and Desktop/Web versions.
- Actively seeking and receiving 'critical' feedback and participate in feedback conversations.
- Being involved in the preparation and crafting of presentations for conferences and events.
- Marketing design: Online campaigns and eMAils design: Newsletters.

**MAY 2005 • OCT 2014** **Mi.MO magazine** – UX/UI Designer.

<http://www3.uclm.es/profesorado/symolina/mimo/>

**JUN11 • NOV13** **WATERSTONES Booksellers** – Lead Digital/Visual Designer. London.

Providing the design capability from concept through to final design guidelines. Producing all graphical visual elements for the website, including, but not limited to concepts, high definition designs and design guidelines, and the incorporation of these into marketing materials. Working in close collaboration with the Content and Marketing teams. Supervising the front end developer. Working with internal and external development departments to ensure all consumer UX needs are addressed and incorporated.

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Working collaboratively within different departments like CRM, Offline Marketing, Events department providing assets, layout & mockup designs for new sections and current sections refreshments and assets in our website plus 3rdparty companies. Working with a 3rdparty digital design agency on design concepts, UI/UX as consultant for the brand. Providing input into the development of all Consumer and Business facing UIs across desktop platforms plus online and sometime offline marketing channels.

Translating Brand guidelines into graphical elements.

Expertise in designing compelling online retail-based/ecommerce graphical UI.

**APR11 • JUL11 CERTIVOX** – UI designer. London.

Worked as Creative UI Designer in a Digital Security Company, Worked closely with the UX team, DEVs and Marketing Departments. CertiVox is a company that deals with digital security services.

Duties and tasks:

- Redesigning the PrivateSky App Look & Feel.
- Social Media design.
- Supporting the UX department.

**NOV 08 • APR 10 Telefónica R+D** – UX/IA Researcher. Madrid, Spain.

MIO! Project Cenit: Interaction research for a mobile app about user services.

Designing new ways of interaction in terms of Location and Gestures by mobile devices.

Researching about personas and their histories/backgrounds, analyzing history theories to apply with, creating scenarios and journeys where to apply this interaction and generating new interactions to apply on across platforms.

Duties and tasks:

- Researching and designing new interaction concepts about Location and Gesture, used through mobile devices and users.
- IA research: Mapping and Diagramming concepts about interaction.
- Developing and designing user scenarios to apply in user journeys.
- Developing and designing personas.
- Providing to the engineers and developers new interaction concepts to develop.

**MAR 08 • NOV 08 DOMESTIKA** - Lead Digital Designer & Project manager. Madrid, Spain.

Worked as Digital Project Manager and Digital designer, with tasks and duties as supervisor of more than 80 weekly digital web projects for SMEs clients (small & medium companies at the most e-Commerce clients). Developing project management tasks and leading a team of 10, supervising the Art Direction in each project and working closely with Sales and Online marketing Departments.

Duties and tasks:

- Managing digital projects through an in house CM tool.
- Designing workflow methodologies and a brand style guide.
- Layout design applied in different web projects.

**NOV 08 • SEP 07 VISUALMENTE** – Digital Designer. Madrid, Spain.

**NOV 08 • SEP 06 LA FÁBRICA** - Digital Designer. Madrid, Spain.

Designing online campaigns at La Fabrica.es, covering different departments like La Fabrica Publisher, Notodo, PhotoEspaña Festival, Notodofilmfest and Notodohoteles. La Fabrica develops initiatives in the world of culture in Madrid, ideas and trends as one the leaders as independent publisher and gallery.

Clients: Diageo, La noche de los Libros, La noche de los teatros, Matadero, La Fabrica gallery, Circo Price, Ene Magazine, PhotoEspana, Matador magazine, Room, Pendleton, Sogecine, Gomaespuma, Astroc Institution, IED : Instituto Europeo de Madrid, Estampa, Opel Corsa, Summercase.

**JUL 06 • JAN 04 UCLM: Art Department** - Web Designer. Cuenca, Spain.

## EDUCATION

**2010 • 2008** Masters in Design, Arts and Interaction. UCLM: University of Castilla-La Mancha, Spain.

**2005 • 2000** BA DESIGN/NEW MEDIA & ARTS. UCLM: University of Castilla-La Mancha, Spain.

**2003** Erasmus Student at "Visual Communication Department". Académie royale des Beaux-Arts, Bruxelles, Belgium.

**2000 • 1998** Higher Secondary School in Arts, Toledo. School of Arts, Toledo, Spain.

## THINGS I ENJOY

Fitness. Cycling. Live Music. Researching. Knitting. Baking and Experimenting with food.