



# LUIS REVUELTO

Hi, my name is Luis, I'm a senior UX/UI designer with 10 years of international experience. I've designed websites and apps for different industries such as banking, software, e-commerce, NGOs, start-ups and agencies. I'm very versatile and perseverant and I'm not afraid of challenges, in fact, I love them.

## Skills



- |                |                 |          |               |
|----------------|-----------------|----------|---------------|
| UX Design      | Web Design      | Sketch   | UserZoom      |
| UI Design      | App Design      | Figma    | After Effects |
| Visual Design  | Accessibility   | Adobe XD | Lottie        |
| Design Systems | Motion Graphics | InVision | Axure         |

## Experience



### Lead UI/UX Designer

Jan '20 - Present

Twyp by ING - Madrid

1. Definition and development of the UX/UI strategy for the Twyp application.
2. Definition and development of design principles and style guide.
3. Definition and development of the design system and UI Kits (iOS & Android).
4. Oversight of the entire design flow to ensure a balance between business needs, user and technological constraints of the product.
5. Benchmarking and study of navigation patterns.
6. Study of qualitative and quantitative user data to identify problems and possible iterations in the app.
7. Design of user flows (happy flows and edge cases).
8. Creation of interactive prototypes with InVision.
9. Carrying out user tests with UserZoom to validate hypotheses.
10. Design and supervision of components and visuals with Sketch.
11. Control of documentation and deliverables for development.
12. Monitoring of frontend developments and quality control of the same through Testflight and App Center.
13. Supervision and mentoring of other designers under my charge.

### Lead UI/Visual Designer

May '18 - Dec '19

Twyp by ING - Madrid

1. Design of the Twyp application (UI/Visual).
2. Definition and development of design principles and style guide.
3. Definition and development of the design system and UI Kits (iOS & Android).
4. Design and supervision of components and visuals with Sketch.
5. Control of documentation and deliverables for development.
6. Monitoring of frontend developments and quality control of the same through Testflight and App Center.
7. Supervision and mentoring of other designers under my charge.
8. Redesign of the logo and visual identity of the Twyp brand.
9. Design of the Twyp's commercial website (UI/Visual).

# Experience



## Senior UX/UI Designer

Sep '16 - Jun '17

**Adelane Studio - Madrid**

1. Web design (UX/UI).
2. Mobile application design (UX/UI).
3. Design of components and interfaces for web, iOS and Android.
4. Design of user flows (happy flows and edge cases).
5. Creation of interactive prototypes with InVision.
6. Design and supervision of components and visuals with Sketch.
7. Control of documentation and deliverables for development.

## UX/UI Designer

Apr '14 - Nov '15

**IRIS Software - London**

1. Web design (UX/UI).
2. Optimisation of conversion rates and usability on the commercial website.
3. Benchmarking and study of navigation patterns.
4. Study of qualitative and quantitative user data to identify problems and possible iterations on the web.
5. Design of user flows (happy flows and edge cases).
6. Carrying out A/B tests with Optimizely to validate hypotheses.
7. Control of documentation and deliverables for development.
8. Edition of corporate videos, tutorials and motion graphics.

## UI/Visual Designer

Oct '13 - Mar '14

**eBay - London**

1. Web design (UI/Visual).
2. Design of microsites and landing pages.
3. Design of marketing emails and online advertising.
4. Design of business cards, print ads and other offline graphics.
5. Design of product presentations and infographics.

## Motion/Visual Designer

Oct '11 - Sept '13

**Printerpix - London**

1. Web design (Visual).
2. Design of microsites and landing pages.
3. Design of marketing emails and online advertising.
4. Design of business cards, catalogues, brochures and other offline graphics.
5. Edition of videos and motion graphics for YouTube campaigns.
6. Photo shoots and image retouching.

## Experience



### Graphic/Content Designer

Mar '11 - Sep '11

Cives Mundi · Soria

1. Development of a communication plan on social networks.
2. Management of communities on Facebook, Twitter and YouTube.
3. Design of graphic pieces and online advertising.
4. Design of catalogues, brochures and other offline graphics.
5. Edition of videos and motion graphics for YouTube channel.

### Web/Graphic Designer

Oct '09 - Nov '10

Microtalk · London

1. Web design and development (HTML, CSS and Javascript).
2. Email and newsletter design and development (HTML and CSS).
3. Design of catalogues, brochures and other offline advertising.
4. Design of logo and visual identity.

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## Education



### Social Media Strategist

2011

Course · 101 Advertising Agency

### Corporate Communications

2010

Master's degree · University of West London

### Advertising and Public Relations

2008

Degree · University of Valladolid

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## Languages



### Spanish

Native

### English

Advanced (C1)

### French

Basic