



# David Guerra Serrano

Product Designer / UX / UI  
Madrid

## About me

UX/UI Designer · Sketch · InVision · Agile · SCRUM Manager ·  
User Research · Prototyping · Wireframing

### PORTFOLIO:

<https://davidguerraserrano.es/>

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## Experience

### Domain logic - Telefónica

Lead Product Designer  
2024 mar. - Currently  
Madrid.

UX/UI designer on a project for Telefónica.  
Research, interviews with stakeholders, creation of wireframes, high definition designs, interactive prototypes.

### The Bridge | Digital Talent Accelerator

Product design UX/UI teacher  
2020 dec. - Currently (weekends)  
Madrid.

Bootcamp teacher. Specialized in interface design. Mastery of Figma, idea generation, firsts wireframes, high definition designs and navigable prototypes.

### Freelance

Product Designer / UX / UI  
2023 jun. - 2024 mar.  
Remote - Madrid.

UX/UI projects and product design for clientes as Inditex and Axa insurances. Research, creation of wireframes, high definition designs and navigable prototypes.

## Contact

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[www.davidguerraserrano.es](http://www.davidguerraserrano.es)

## Software

Figma  
Sketch  
Invision  
Zeplin  
Photoshop  
InDesign  
Illustrator

## Languages

Spanish  
English

UX / UI  
Product Design  
Research  
Digital Design  
Marketing

## Volunteering

Plant-or-te-Planet

ACOPE

Universo Accesible Foundation

Fundación Fondo Kati

### **Grupo DKV**

Product Designer Lead

2021 Jan. - 2023 Jun. (2 years 6 months)

Madrid

Internal management of digital projects. Design and management of junior designers. Coordination of digital projects with different external consultancies.

### **BABEL CREATIVA**

UX/UI Designer. Product designer

2018 dec. - 2021 jan. (2 years 2 months)

Madrid.

UX/UI design for clients as Prosegur and Banco Santander. Tools: Sketch, Invision, Figma and Pack Adobe.

### **Tanta Comunicación**

UX/UI Product Designer

2016 jun. - 2018 Dec (2 years 2 months)

Remote - Madrid (Spain).

UX/UI design for clients as Evo Bank, Ría money transfer, Sanitas, others... Tools: Sketch, Invision, Figma and Pack Adobe.... Tools: Sketch, Invision, Figma and Pack Adobe.

### **Lamoderna**

Digital art director

2014 oct. - 2016 jun. (1 year 9 months)

Madrid.

Offline Graphic Design. Adobe pack. HTML and wordpress. Clients as Páginas Amarillas.

### **Yves Rocher**

Director de arte digital

2014 jan - 2014 sept (9 months)

Madrid.

Offline Graphic Design. Adobe pack. Marketing department of Yves Rocher Spain. Pack Adobe.

### **EPM PUBLICIDAD**

Graphic designer

2013 aug. - 2013 dec. (5 months)

Remote.

Online & Offline Graphic Design. Adobe pack.

## **Mundocom Spain**

Junior Graphic designer

2012 may - 2013 apr. (1 year)

Madrid (Spain).

Offline Graphic Design. Adobe pack. Clients as Toyota and Philip Morris.

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## **Formation**

### **ENEB**

Online Master, Project Management

(2023 sept - 2024 feb)

### **Scrum Manager**

ScrumManager certification ® Expert level (2017)

### **Estudio Torres Buriel**

UX/UI Product Design Master (2017)

### **Rey Juan Carlos university**

Advertising and RRPP degree. (2011 - 2015)

### **CEI Escuela de Diseño**

Front web code master. (2016 - 2016)

### **AULA CREATIVA**

Advertising creativity master. (2015 - 2016)

### **IES ISLAS FILIPINAS**

Higher Technical Certificate in editorial production and graphic design. (2009 - 2011)