Gabriel Moreno
also known as Gabriel Brown

Imbuing empathy and perspective
through experience and interaction design

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Experience

Various Companies, UX / UI Consultant - Project based
September 2016 - Present | Spain - Germany - U.S.A - U.K

During the past years I've freelancing as a UI/UX designer for multiple projects (both app and web), these projects are Devengo, Harper BAZAAR, Resourcify, 98point6, National Museums of Kenya and Lennox among others.

Alkemy, UX / UI Consultant
September 2020 - Present | Madrid, Spain

As a UXUI Consultant, I have to ensure that the end user is at the heart of all our design solutions, keeping them as the focus. In this role I've touched a wide range of design services, from UX research to interaction design, as well as full usability audits. I believe the key to success in this project rests upon data-driven user insights, clearly defined goals, and solid validation. Through out this process me and my team have achieved most of our goals, including increasing the revenue sales of the client up to 36% just in 2021 alone.

Blueliv, CX Designer
March 2017 - November 2020 | London, U.K - Remote

Brainstormed and crafted multi-platform (web and print) graphics and websites for various products in the company that increased its revenue by 30%. In addition, I helped partners(such as Allianz) on UI best practices, new software features and new methodologies to follow. Also, I built some prototypes for the platform, including examples, documentation and interactions created by me.

Loycus, Product Designer
January 2019 - March 2020 | Madrid, Spain

Researched and identified problems through stakeholder talks and user research in the complex industry of finance (specifically in cash-back). Designed and validated workflows and interfaces through iterations. Collaborated with multiple roles to drive alignments. Furthermore, besides creating a design library for both iOS and Android, I designed an illustration library for the whole brand.

Studio Analogous, Product & Branding Designer
May 2016 - March 2019 | New York, NY - U.S.A

Worked in collaboration with an engineering team on the visual and interaction design of multiple successful web and mobile projects. Took part in the understanding and design phases of two big "inclusive-first" projects, including user and competitive research, wireframing, visual design, accessibility testing, and various other communication assets.

Please Note:
Between 2013 and 2016 I worked as a graphic/branding designer for multiple companies and brands such as Mondelez International, Harper's BAZAAR Magazine, Unilever and Daikin Airconditioning among others.

Education & Qualifications

Executive MBA
EAE Business School Madrid
September 2021 - Present

O-MSI UX & Research Design
University of Michigan
March 2020 - December 2020

MA Certification in Design Management
University of The Arts: London
March 2014 - March 2015

BH Graphic Design Degree
Institute of Design of Caracas
September 2010 - August 2013

Skills

Low to High Fidelity Design & Prototyping

Personas creation

User research

Usability testing

User journeys

Architecture of the Information

Design systems

Design concept development

Project management skills

Product discovery

Inclusive design

Volunteer experience

Advisory Board
Amazing.Community

Tools

Microsoft Office	Adobe Suite
Figma	HTML/CSS (basic)
Sketch	UX testing tools

Languages

English	Spanish	German
Fluent (C2)	Fluent (C2)	Limited (A2)