

# Sandra Sanz

## UX/UI Designer

---

SANDRA SANZ

07720755236

[sandrasanzgonzalez@gmail.com](mailto:sandrasanzgonzalez@gmail.com)

[www.sandracreative.com](http://www.sandracreative.com)

Sandra is a multi-disciplinary, highly skilled and dedicated designer with 12 years experience working across both product and marketing. She has worked for digital agencies and startups, and thrives in fast-moving, innovative environments. Her passion for design and hands-on approach to the creative process has led to an impressive portfolio of a wide range of projects.

Sandra has excellent relationship management skills working closely with clients, product managers, Marketing and Tech departments, as well as senior stakeholders. She is creatively driven, and logically minded, using a variety of design techniques and principles, combined with data and analytics to deliver best in class customer experiences.

---

## KEY SKILLS

---

### UX

Improves digital B2B and B2C products by balancing business requirements and user needs. I employ a range of tools including user research (stakeholder and customer), persona creation, interaction design, usability testing and analytics.

### ART DIRECTION

Creates strong design solutions across digital product with an excellent understanding of brand guardianship. Brings brands to life through tone of voice, typography and visual elements.

### PHOTOGRAPHY & VIDEO

Highly skilled in directing professional photoshoots. Experience in setting up and running photography shoots, identifying ideal compositions and editing in commercial photography.

---

## EDUCATION

---

### Licenciatura in Design

2007- 2011, ESD Madrid

Specialised in real-world wayfinding and user experience.

### HNC Photography

2004 - 2007, ESD Madrid

Digital and traditional photography, commercial and studio.

### Web Development

2014, City and Islington College (London)

Short course.

### Art Direction for film

2013, Central Saint Martins College of Art and Design (London)

Short course.

### Technical Lighting

2007, Empesa (Madrid)

Full time course. TV and photo set lighting and art direction.

### Audiovisual Communications Technologies/Technicians

2006, Empesa (Madrid)

Full time course. Working in TV studios as camera operator, graphics coordinaton and production.

---

## EXPERIENCE

---

### Neyber Ltd. / Senior UX/UI Designer

Mar 2018 - Current position, London

Collaborating with Marketing and Tech in an agile framework to ensure business goals are reflected in Product Development. Receives requirements and creates briefings. Running qual and quant research and user testing sessions to deliver product improvement recommendations to stakeholders. Developing and testing potential UX solutions. Creating high-quality UI design ready for production ensuring a final QA before release. Leading a team of junior designers, developing their technical and interpersonal skills and experience.

Key Achievements:

- Improved the loan application journey reducing the number of steps and increasing conversion rate by 15%
- SCORE
- Led the team of UX/UI designers to deliver a range of product and process improvements
- Developed B2B and B2C personas to help identify market and product opportunities whilst also defining marketing campaigns

## **GOOD&CO / Visual Designer**

Sep 2016 - Mar 2018, London - SF

Worked alongside product managers and analysts to define and improve products using design exploration and research. Designed user flows, wires and mock-ups for the responsive web, iOS and Android devices. Managed brand consistency and ongoing communication between the main office in San Francisco and the team in London. Worked with the data science team to create an intuitive visualization of diverse and complex datasets, including data reports and digital dashboards. Mentored a junior member in SF to ensure product delivery.

### Key Achievements:

- Integration of the B2C native apps to the job recruitment services held by the largest recruitment company in Europe, like TotalJobs, CVjobs and Jobsite amongst other
- Conception and strategy of the B2B products
- Delivered data visualization language for Good&Co to help to unify the brand
- Increased the number of app users from 300,000 to over 2 million in 18 months

## **RP2 MEDIA / Digital Designer**

Aug 2015 - Aug 2016, Chelmsford

Responsible for developing and delivering a range of concepts used across websites, pitches, media campaigns, and digital marketing in a highly creative environment.

Directed and produced of photo and video shoot helped to coordinate by media project managers. Video edition ready for digital social media channels.

### Key Achievements:

- Created websites and platforms for different clients, helping increase user engagement and conversion.
- Gold Digital Award for work for Chelmsford City Racecourse.

---

## EARLY CAREER

---

### **Dast Creative. / Self-employed Visual Designer**

Jun 2014 - Aug 2015, Netherlands

Worked in a number of cross-functional agile teams helping deliver websites and brandwork. I collaborated with colleagues from across the globe, delivering work for clients like De Poorterij Theatre and Goedkope Dakpannen and Young Rebels.

### **Camelot Elite / Self-employer Designer**

Aug 2012 - Jul 2014, Madrid

Defined and developed the company's brand and marketing, including MVP and business pitch, helping raise the first round of funding. Developed marketing collateral for both English and Chinese markets.

### **FOTOFIX / Photographer & Designer**

Aug 2007 - Jul 2011, Madrid

Run photoshoots and events, collaborating with the lead photographer to ensure final delivery. Owned delivery of design and photo editing.

### **ESTUDIO TRIBECA / Photographer inter**

Mar 2006 - Jun 2006, Madrid

Worked at a renowned photo studios in Madrid as a Photography intern on the movie "El Capitan Aratriste" starring Vigo Mortensen and record album by Paulina Rubio.