



# ÁLVARO IBARGÜEN VILLA

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PORTFOLIO  
aivweb.es >

USER EXPERIENCE (UX) & UI DESIGN

VISUAL DESIGN

BILINGUAL ENGLISH-SPANISH

FRENCH B1

*I enjoy developing digital user-centered solutions, conducting interviews, analysing data, creating prototypes, doing usability testing and designing user interfaces (UI) for different devices.*

*UX: User research, personas, user flows, benchmarking, prototypes with Axure, surveys, Excel*

*Responsive Web Design (RWD): Creative mockups, HTML5, CSS3, Flexbox, speed optimisation*

*CMS: Prestashop, WordPress · Adobe CC: Photoshop, Illustrator, InDesign, Premier (basic)*

## EXPERIENCE

OCT 2017

### Consultant UX, UI & Visual Design

CURRENT

Currently: European Union | Europe

#### Publications Office of the European Union (OP)

- **Improving the User Experience (UX) of institutional websites:**  
EU Publications, EU Bookshop, TED (public procurements), OP Newsletter
- Providing Responsive solutions: mobile, tablet and large screens
- Creating wireframes and mockups based on analytics, stakeholder interviews, benchmarking and heuristics in iterative processes.
- Scheduled to reach out to users for testing, interviews and surveys.
- Addressing accessibility issues.

#### RTVE (Spanish Radio & Television) On Demand

- Challenge: Modernise and improve the user experience of current website.  
Solution: [aivweb.es/#pr-rtve](https://aivweb.es/#pr-rtve)

**Industry events participation:** UX research workgroups, Behaviour design, Increasing mobile conversion (by Google), User Research in User Experience

JUL 2016

### Web Designer (Brand: Hard Rock Hotel)

APR 2017

Palladium Hotel Group | Ibiza

Maintained up to date multilingual websites for international hotel group.

**Developed branded imagery and messaging for web property promos and Facebook campaigns for Europe and the Americas.**

Created landing pages for desktop and mobile using CMS, HTML and CSS.

OCT 2015

### Consultant Graphic & Web Designer

MAR 2016

Olympic Broadcasting Services (OBS) | Madrid

Designed the [Olympic Channel Services responsive website](#).

Created site diagram, wireframes, creative mockups, front-end (HTML5, CSS3 and basic jQuery + PHP) and tested on different devices.

2006 **Media Services Team Leader (Creative Manager)**  
 2012 U.S. Government | Washington, D.C.

**Served as creative and technical lead, managed the workflow of a team of 5 designers, provided coaching, ensured on-time delivery, quality control and handled relationships with clients and other stakeholders.**

- **Responsible for multimedia projects, websites, emails /newsletters, brochures, annual reports, infographics, posters and stands.**

Assessed project scope, established deadlines with clients and other stakeholders, assigned tasks and handled high-visibility projects.

Developed ideas from briefs and meetings to help clients meet their objectives.

Served as brand guardian to ensure consistent messaging and look and feel.

Organised annual training for team members to leverage weaknesses, provide growth opportunities and improve service quality.

Provided weekly team progress reports and met with senior management.

2004-2005 **Art Director**

2002-2004 **Assistant Art Director**

Sapient (advertising + marketing) | Miami

Developed online campaigns (landing pages, e-mails, banners, mini websites) and designed print pieces, such as brochures and POS displays, for Celebrity Cruises and Citibank. Worked with Flash + coded in HTML and CSS.

#### EDUCATION & PROFESSIONAL TRAINING

JUL 2017 **User Experience (UX) Design: User Research**

OCT 2017 **The Interaction Design Foundation | Online**

Interviews, benchmarking, analytics, usability testing, screening users, prototyping, surveys, focus groups, qualitative/quantitative analysis, reporting.

2011 **Master in Corporate Communication**

2013 **Universidad CEU San Pablo-Tracor | Madrid**

Brand development, corporate identity, graphic & web design, CMS, SEO, market research/analysis, impact measurement, 360° communications plans.

Master's traineeships in ICLEI - Local Governments for Sustainability (Bonn, Germany) and Porter Novelli, Communications & PR (Madrid).

2009 **Management Training**

2011 **Multiple centres | Washington, D.C.**

Emotional intelligence, team building, management, diverse personalities.

1996 **Bachelor of Fine Arts, Multimedia & Web Design**

2001 **Florida International University | Miami**