



About Me.

I'm a Lead Product Designer with 22+ years of experience in the Creative Space. Specialise in UI/UX, Illustration, Branding, Web and apps. I'm working as the Lead Product Designer at Eterlast.

Working next to brands launching successful products by combining engaging UX and custom UI Design with a results-driven approach. Skilled in the full Design lifecycle, from research to post-implementation review. Strong team player, fostering collaboration with Marketing and Development teams. Passionate about travel, Asian cuisine and Mental Health promoter.

Worked With.

P&G, Disney, Samsung, Volkswagen, Cannes LIONS, Nestle, BBC, Getty Images, IStock, WeTransfer, Image Source, The Work, Ascential, Hertility.

Skills & Software.

User Interface & Experience / User Research & Testing / Illustration / Branding / Design Strategy / 3D / AI / Mentoring / Teamwork / Communication / Web3

Adobe Suite / Figma & FigJam / Sketch / Blender / Procreate / Miro

Experience.

2023 - 2024

Eterlast

Lead Product Designer
Barcelona - London

2017 - 2018

JoinBlink

UX / UI Lead Designer
London UK

2022 - 2023

Hertility

Senior Product Designer
London

2015 - 2017

Travioor

Creative Director
London UK - Bilbao Spain

2019 - 2021

Ascential

Cannes Lions, The Work & WARC
Senior Product Designer
London UK

2015 - 2016

Ve Global

UX / UI Lead Designer
London UK

2018 - 2019

Habito

Senior Product Designer
London UK

2011 - 2015

Getty Images

Senior Graphic Designer
Barcelona Spain - London UK

Education.

2013 - 2014

General Assembly London

UX & User Research, Information
Architecture & Interaction Design

1998 - 2001

Instituto de Diseño de Caracas

Illustration & Graphic Design

2013 - 2014

Escape Studios London

3D Foundation & Maya