



# Darío Rodríguez

Product Designer | UX/UI Designer | Visual Marketing

## Professional Experience



### Fullstack Designer, Product Designer and Consulting

Freelance (2023 - Present)

- Design user experiences for mobile apps and websites, managing the entire process from idea to deployment.
- Advise and land ideas and design, helping in the creation of high quality products and services.



### Art Director & Design Lead

Submer Immersion Cooling (abr. 2019 - mar. 2023)

- Lead the branding strategy, ensuring a strong and clear identity, and oversee the team's adherence to the brand's vision.
- Manage the creation and maintenance of the corporate website, aligning it with the company's growth.
- Direct art for major global events like the OCP Summit, SuperComputing, and Mobile World Congress.
- Collaborate with marketing and sales teams to generate effective brand materials, including newsletters, landing pages, and presentations.



### Product Designer and R&D

Vip District (sept. 2011 - 2019)

- Create new value propositions for loyalty services like Vips Savings, Vip Award, Vip Incentives, Vip Connect, and Carpooling.
- Lead a complete product redesign, improving user experience and service integration.
- Implement product customization improvements using SASS, facilitating platform development.
- Mentor the design team to ensure project quality and cohesion.



### Lead UX/UI Designer

Hotelimpic (2013 - 2015)

- Design the service and brand for Hotelimpic, including UX and defining the Customer Journey.
- Create interaction and UI components, as well as marketing content for social media.

## Contact

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## About

I'm an enthusiastic Fullstack Designer passionate about product design and the digital domain. I have expertise in every design stage. This includes Service Design, CX Design, UX, and UI Design. I also have skill in managing communication with stakeholders. Also, I have a strong track record of contributing to marketing teams.

## Languages

Native Spanish

Native Catalan

English B2



## •Skills

### Product Design:

Prototyping, Figma, Design Thinking

### UI/UX:

Wireframing, User Journey, Responsive Design

### Branding and Art Direction:

Brand Identity, Digital Marketing, Events

### Web Development:

HTML, CSS, SASS, WordPress, Webflow

### Design Tools:

Photoshop, Illustrator, InDesign

### Collaboration:

Stakeholder Communication, Mentorship, Teamwork

### Project Management:

Jira.

### CRM:

HubSpot, Salesforce Pardot

## •Soft Skills

### Effective Communication:

Ability to clearly articulate ideas to various audiences.

### Leadership:

Experience guiding and mentoring design teams.

### Creativity:

Innovation in creating design solutions.

### Adaptability:

Flexibility to work in diverse environments and with multiple technologies.

### Critical Thinking:

Ability to analyze and improve design processes.

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## Graphic Design Intern

The Mamasú AgencyThe (2009 - 2010)

- Develop the user interface and concept for a website dedicated to fast and healthy recipes for busy professionals.

## •Volunteering



## Website owner & Solutions Consultancy

KAW Kids Around the World (2015 - 2017)

I am a member of a humanitarian NGO. I took part in educational projects for children in 16 countries on 5 continents. During these initiatives, I helped make and maintain a website. I also provided solutions and support before and after the journey.

## •Education



## Higher Technician in Web Application Development

IES Joan Brossa (2011 - 2013)

### Skills:

HTML, CSS, JS, PHP, UI, SQL, MySQL, LAMP, C. Computer Systems, Information Management, Development Environments, Web Deployment.



## Fine Arts and Advertising Graphic Design

EASD Pau Gargallo (2006 - 2011)

### Skills:

Typography, Visual Expression, Image Theory, Photography, Graphic Design, Advertising, Marketing, Audiovisual Language and Technology, Multimedia, Interactive Graphics, Advertising Graphics.

