jaimequiros.com/en ↗

Jaime Quirós Fernández

Product Designer • UX/UI

UX/UI Product Designer with 4+ years crafting scalable SaaS solutions and modern design systems. Proven impact across B2B and eCommerce platforms through usability research, prototyping, and design system modernization.

jaimequirosfdz@gmail.com | +34 601376855 | linkedin.com/in/jaimequirosfdz/

EXPERIENCE

UX/UI Designer I eCommerce

Interactiv4 | June 2024 – present (1 year) | Valencia & remote

- Usability analysis of online stores
- Design of ad-hoc functionalities in product detail pages. Prototyping to explain navigation flows.
- Visual and functional update of the company's own product based on technical and commercial requirements
- Modernization of the design system, streamlining its maintenance and multi-brand adaptability.
- Design of presentations for stakeholders and clients
- Creation of visual identity and graphic material for eCommerce events and marketing department..

Product Designer · UX/UI

Tecalis | August 2022 – June 2024 (2,5 years) | Remote

- Design and conceptualisation of digital products (B2B & B2C)
- Research using primary (qualitative and quantitative) and secondary sources
- Prototyping (low and high fidelity)
- Usability testing on real and under-construction products
- Building and update of the corporate Design Systems
- Collaboration with the Marketing and Development teams

UI Designer

La Resiliencia | November 2021 – February 2022 (3 months) | Madrid

- Redesign of the real estate web portal JoinHome
- Redesign of the Miniso website

HARD SKILLS

UI Design | User flow design | Usability testing | UX research | Statistical analysis | Quantitative and qualitative research | Branding | Interaction design | Responsive design | Design thinking | Documentation | Basic HTML & CSS | Strategic vision

TOOLS

Figma | Adobe CC | Jira | Figjam | Elementor | Framer | Zeroheight

EDUCATION

UX/UI Design

CEI Escuela de Diseño | 2021 | Madrid

Graphic Design

Aula Creactiva | 2020 | Madrid

Double Bachelor's degree in Sociology and Political Sc.

Universidad Pablo de Olavide, Aston University, Universidad Complutense de Madrid | 2013-2019 | Sevilla, Birmingham (UK), Madrid