



ALEJANDRA IRIARTE

UX / UI Designer | 📍 Rotterdam, Netherlands

With experience designing user-centered websites and digital products. Strong background in user research, interaction design, and visual design, with a hands-on approach to wireframing, prototyping, and scalable design systems

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EDUCATION

UX DESIGN INSTITUTE

APR 2024 – JUN 2025

Professional Diploma In Product Design.

MASTER D, BARCELONA

APR 2022 – JUL 2023

Course In Graphic Design.

ISTITUTO EUROPEO DI DESIGN

JAN 2021 – JUL 2021

Master's Degree In Sustainable Design.

LCI, BOGOTÁ

SEP 2017 – APR 2020

Technical In Fashion Design.

SKILLS

UX / UI & Product Design

- UX & UI Design
- Interaction Design
- Information Architecture
- User Flows & Journey Mapping
- Wireframing & Prototyping (Low–High Fidelity)

Research & Testing

- Usability Testing
- Qualitative User Research
- Research Synthesis

Visual Design & Systems

- Design Systems & Component Libraries
- Visual Hierarchy & Layout
- Responsive & Accessible Design (WCAG basics)

Collaboration & Process

- Stakeholder Collaboration
- Agile / Iterative Design
- Cross-functional Teamwork

Languages

- Spanish (Native)
- English (Advanced)

EXPERIENCE

UX/UI Designer | Freelance & Project-Based

Rotterdam, NL | May 2025 – Present

- Designed user-centered websites and digital products, focusing on usability, clarity, and user activation.
- Created wireframes, interactive prototypes, and high-fidelity visual designs using Figma.
- Developed intuitive user flows and navigation structures based on UX best practices.
- Built and maintained design systems and reusable components to ensure consistency.
- Applied AI tools within the design process to support ideation, prototyping, and workflow optimization.

UX/UI Designer | Project Collaboration

Nestwärme | With Mustafa Al Awad | Dec 2024 – May 2025

- Collaborated on the UX/UI redesign of a website, focusing on information architecture, usability, and visual clarity.
- Designed page layouts, user flows, and prototypes to support intuitive user journeys.
- Assisted in refining design components and patterns, contributing to a consistent UI.
- Participated in research, testing, and iteration cycles to validate and improve designs.

Production Coordinator

AVDG Creative | Barcelona, ES | Oct 2022 – Apr 2024

- Coordinated creative, technical, and business stakeholders across multiple digital projects.
- Strengthened communication, planning, and collaboration workflows within project teams.

Assistant Designer

FARIDE RAMOS | Bogotá, COL | Feb 2021 – Oct 2021

- Conducted market research and competitive analysis to influence design strategies.
- Assisted in translating design concepts into structured, user-friendly interfaces.
- Created detailed documentation to support consistent and scalable design implementation.

TOOLS

🔗 Figma 🔗 FigJam 🔗 Framer 🔗 Adobe Creative Suite 🔗 Miro 🔗 Slack