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**Get in touch.**

# Ma José de Juan

## Education

2007 – 2008

**Postgraduate in Photographic  
Direction.** (Spain).  
ESCAC. Barcelona

2006 – 2007

**Master in Art Direction and  
Production Design.** (Spain).  
ESCAC. Barcelona

2001 – 2006

**Degree in Audio-visual  
Communication.** (Spain).  
UPV. Valencia

## Expertise

Photoshop | Illustrator | InDesign,  
Premiere | Adobe XD |  
InVision | Zeplin | HTML | Css

## Certifications

2011– 2012

**3ds Max (100 hours).** (Spain).  
Barcelona Activa. Barcelona

2009– 2010

**Business III. Accounting  
& Communication. APC.**  
(Australia). Sydney

## Key Skills

Driven by the desire to express innovative ideas through creativity to transform this world into a better place. I have a creative mindset, a resolute approach to work and a great deal of empathy to connect and find out exactly what a customer's idea is to then define the personalised niche needs and tailor the offered UX/UI solution.

During the last seven years, my work has revitalised design processes to gain more weight in the business structure. I seek the positive impact that arises from my activity and translates into both visible metrics and results. I have provided dynamism and structure to the interface design processes of multiple digital projects. My technical knowledge serves as a communication bridge between technical profiles and advertisers.

- Multimedia design and website **coding** (HTML & CSS)
- Conscientious and **detail-oriented** (pixel perfect)
- High and low-resolution **prototype design**
- Design and development **team management and leadership experience**

## Experience

2014 – present | *OHMM Different Media Concept* | Barcelona

### Art Director & Product Designer

I have worked leading the design of interfaces and architecture of multiple web projects, monitoring and supervising the development work of the project(s) and the corresponding communication and negotiation with the client until obtaining their final approval.

- Planning and execution of UX Research according to each project and resources and develop interactive prototypes.
- Designing functional and pleasurable interfaces through user-centered solutions, and digital environments campaigns.
- Code responsive websites and newsletters.
- Branding and communication strategy (banners, vinyls, brochures, etc.)

## Languages

Spanish ●●●●●●●●●●  
Catalan ●●●●●●●●●●  
English ●●●●●●●○ ○ ○ ○



## Qualities

Remarkable timing and  
resource management  
| Persistent | Communicative |  
Cooperative | Conscientious |  
Detail-oriented | Proactive

## Interests

Sketching | Illustration  
| Baking | Foodie  
and indie music fan

## Perfiles sociales

/majodejuan   
/lady\_majo 

## Experience continued

2013 – 2014 | *Sirio Creaciones Internet y Multimedia* | Barcelona

### Web Designer

As a web designer, my day-today work involved a website's design to ensure its compatibility with a broad range of platforms, while also creating, developing and implementing the graphic line of diverse projects for digital environments and branding identity campaigns. Moreover, I designed and further refined engaging image and video content for RRSS, social media, and email marketing.

2012 – 2013 | *Optalia Group* | Barcelona

### Web Designer

Web Designer and digital communication of multiple web projects, performing graphic design and web interfaces related duties, tailoring website images, content creation and introduction, project development monitoring and supervision and the corresponding communication and negotiation with the client until obtaining their final approval.

2010 – 2012 | *Digital Films* | Barcelona

### Web Designer and Event Manager

As a freelance designer, I collaborated in project presentations, realising website design and defining users' experience, graphic signage, decoration and coordination of events, including technical personnel, room control, time management and event monitoring. Having as outstanding clients 'Obra Social la Caixa' and 'Maremagnum' shopping center.

2006 – 2012 | *Freelance* | Barcelona

### Art Direction

Collaborating and participating in different audiovisual projects, such as movies, short films, television spots, advertising shootings, video clips and events. Performance of management of scene work, decoration and composition of scenes; from the initial approach to the project's completion, including management of budget and technical team. My vision provides creative scenic solutions as well as techniques that allow new solutions to be developed.

Main projects: Television series 'Kubala, Moreno, Manchón' from TV3, film 'Fenix 11.23', event of the electric car 'Altran- Chimera AEGT: electric car'.