

IOLANDA RODRÍGUEZ

UI/UX DESIGNER & CREATIVE DIRECTOR

ME!

NAME

Iolanda Rodríguez López

NATIONALITY

Spanish

CONTACT

iolandarodriguez@gmail.com

Mobile + 34 619.868.862

Phone + 34 936.995.392

LANGUAGES

Spanish | Catalan | Galician (Native)

English (Fluent)

French | Portuguese (Basic)

SOFTWARE

Adobe Creative Suite

Sketch

InVision

Agile Software Development

Basic HTML

CAPABILITIES

VISUAL DESIGN

Art Director

Concept Development

Photography

Storyboarding

Visual Thinking

UX/UI DESIGN

User Experience (UX)

User Interface (UI)

Mobile First

Wireframing


Prototyping

Architecture

Usability

LINKS

 twitter.com/iol4ndar

 [instagram.com/iol4ndar](https://www.instagram.com/iol4ndar)

 [linkedin.com/in/iol4ndar](https://www.linkedin.com/in/iol4ndar)

PROFILE

Digital Communication Director with more than 15 years of experience creating and developing different digital marketing and advertising strategies to boost the connection between companies and their customers. Expert UX/UI designer taking advantage of emerging consumer technologies and/or mobile devices.

WORK EXPERIENCE

January 2019- Currently

Interficie Internet Services - Barcelona, SPA

Senior UX/UI Designer.

Freelance

Responsible for creating comprehensive concepts and designs including customer journey maps, user flows, wireframes, high fidelity prototypes and final designs to build mobile and web applications.

May 2017- Currently

Dommia Design Studio - Barcelona, SPA

Digital Communication Director. Senior UX/UI Designer.

Freelance

Experience working for a variety of clients and companies. Project management, client relations, outsourcing and visual problem solving.

August 2016- April 2017

Salesians of Don Bosco, AFW- Tema, GH

Head of the Social Communication Department

Responsible for the comprehensive planning and coordination of the Salesians of Don Bosco - West Africa Province - communications. Responsible of all the digital content creation and management with the aim of providing coordination across different channels and platforms.

February 2008- July 2016

Dommia Design Studio- Barcelona, SPA

Creative Director and Social Media Manager

Responsible for creating and high-performing branded content experiences and multi-channel campaigns on the international and national levels, using emerging technologies, including social media solutions for establishing an internet presence. Also, building strong long-term partnerships with clients, team members and stakeholders to create new business development opportunities.

March 2003- January 2008

Interzona TV- Sabadell, SPA

Head of the Communication and Design Department

Supervising and responsible for the design, art direction and management of all the company's creative works including multimedia, graphic design, audiovisual and television. Other responsibilities include managing network architecture design and web usage.

August 2001- February 2003

Pukka's Web Design- Barcelona, SPA

Graphic and Multimedia Designer

Creation, development and follow-up of multimedia and graphic design projects.

WORK EXPERIENCE

June - August 1999

Cooper Hewitt National Design Museum | New York, NY

Image and Copyright Department Internship

Digital processing of images, official photographer for events, photographer assistant for the magazine and various catalogues.

EDUCATION

2019- 2021

UOC | Barcelona, SPA

Master's Degree on Digital Innovation and Transformation

From the acquisition of a strategic vision to lead the processes of change of innovation management and digital transformation, the master trains professionals capable of transforming their organization through the planning of strategic development projects, project management, design and implementation of innovation, digital transformation of the company,...

2009- 2017

UOC | Barcelona, SPA

Bachelor's Degree on Humanities

Extraordinary Degree Award for the academic year 2016/2017

This degree is aimed at providing training to ensure extensive and deep knowledge of the humanistic culture to empower for critical intervention in the social and cultural environment and for responding in a professional way the management and promotion of the cultural world of knowledge.

2015- 2016

UOC | Barcelona, SPA

Technician in International Cooperation Projects for Development

This course gives the professional all the tools to design and manage projects of development cooperation, ensuring adequate technical and budgetary execution, according to the rules and regulations applicable for reporting.

2010- 2011

IL3- Universitat de Barcelona | Barcelona, SPA

Postgraduate on Community Manager and Social Media

The postgraduate studies on community manager and social media offer the keys to comprehend the change in the communicative paradigm as well as the necessary formation to design strategic plans of social media.

2008- 2009

UOC | Barcelona, SPA

Postgraduate on Cultural Management

The postgraduate studies offer theoretical knowledge on the management of cultural institutions in the context of cultural action, policies and organizations related to the cultural world as well as in culture organizations and most characteristic models of management.

2002- 2003

Escola BAU- Universitat de Vic | Barcelona, SPA

Master's Degree on Multimedia Communication

The global aim is to offer expertise on the new concepts of

language of interactive multimedia communication, providing knowledge referring to the new technologies, tools, methods and techniques for managing multimedia production.

2000- 2002

Escola d'Art Serra i Abella | Barcelona, SPA

Superior Studies on Advertising Graphics

Educational training which includes artistic and technical aspects involved in advertising graphics production and which provide interest in the technical and conceptual experimentation.

June- August 1998

International Center of Photography | New York, NY

Specialized Courses: Photographing People | Cityscapes

Advanced photography for developing creativity in terms of everyday life.



ENGAGE YOUR AUDIENCE

Design for your audience, create awesome content and interact with your visitors and users.



BE INNOVATIVE

Think outside the box and prioritise which of these new technologies and trends should receive focus in the future.



BE A PROBLEM SOLVER

Making change takes time and effort. But the most important to remember is that this needs to be a whole team effort.



ANTICIPATE CUSTOMER NEEDS

Identify the challenges and pain-points of current user experiences and help clients to improve their products and services.



OBSERVE EMERGING BEHAVIORS

Observation provides the most accurate information about people, their tasks, and their needs.