

## Mamen Pradel Urbán

UX Designer

Tfno. (+34) 628 006 571

[www.mamenpradel.com](http://www.mamenpradel.com)

[mamenpradel@gmail.com](mailto:mamenpradel@gmail.com)



### Summary

I am a **UX Designer**, for more than 16 years, currently working as a **Senior Consultant in the Customer Experience department at everis**.

I define and create information architectures, prototyping, interaction and visual design of different applications for web, mobile or interactive TV in order to provide a positive user experience regards to usability and accessibility.

I completed my degree in **Digital Design** at the European Institute Design but I keep training myself thanks to courses, seminars and conferences.

I have worked in companies such as **Vodafone** in Madrid, **Cobra Beer** in London or **Net2u** in Spain.

I won several **design awards** such as “Alzado” scholarship or the “Abredatos Challenge” and some of my projects have appeared in recognized magazines as “Experimenta”.

I also have participated in creative groups, forums and activities that help me to improve my work.

### Work Experience. Contract

- **Everis**

April 2011 – Actually

UX Designer.

Clients: OHIM, European Commission, DG Culture (Brussels), Zoomit, Archex, Sanitas...

- **Net2u**

September 2006 – April 2011

Information architecture, visual and interaction designer and developer.

Clients: Amref, Can, Going, Olimpiadas, Gobierno de La Rioja, Ibercaja Obra Social y Cultura, Pimec, Ecoara, Idae, RACC Viajes, STL, Madrid4u, Globus...

- **Efor**

March 2006 - September 2006

Marketing and Design Team Leader

- **Cobra Beer (London)**  
February 2005 – February 2006  
Internet and New technologies Manager
- **Inspired HR (London)**  
May 2004 - February 2005  
Brand design and web design
- **Vodafone (Madrid)**  
June 2002 – September 2003  
Web design and creativity
- **Don Aire & De La Plaza Comunicación (Madrid)**  
October 2001 – June 2002  
Multimedia, web design, animation, graphic design, development and creativity.
- **Acys Publicidad (Zaragoza)**  
July 1999 - August 1999  
Graphic design
- **Eñe creación y comunicación (Zaragoza)**  
September 1997 – March 1998  
Brand design and web design

## Work Experience. Freelance

- **TEDxZaragoza.** September 2011. Organization Team.
- **Design for Developers. Workshop.** March 2011. Speaker.
- **El disparate.** June 2011. Winer of the abredatos challenge. Web about importation and exporation of arms in Spain.
- **Cachirullo Valley.** March 2010- June 2011. Organization Team.
- **Ochoelastico.** 2010. Co-founder of this videoproduction project.
- **DNDzgz.** April 2010. Abredatos challenge. Web mobile for geoposition in Zaragoza.
- **Debugmodeon.** 2008. Winer of the brand competition for the development forum.
- **Jobsket.** 2007. Brand and web design for the job searching company.
- **Pensieve.** October 2006- Septiembre 2014. Blog personal about culture.
- **Website design for:** Estudiosat, Pocketvision, biotive, Chips01, Al otro lado de la vida, Fernando Larraz and Descongelate! Film.

## Education

- **Diploma Digital Design.** 1999 - 2002. Istituto Europeo di Design (Madrid)
- **Graphic design and publicity.** 1997 - 1999. Arts School (Huesca)
- **Visual arts and communication.** 1995 - 1997. Tracor Arts School (Zaragoza)

## Workshops, seminars and conferences

- **Illustrator.** May 2010. Centro tecnologías avanzadas (Zaragoza)
- **Video marketing, e-marketing, social media marketing, customer communication, SEO and SEM.** April 2010. AEDAVE (online)
- **The future of web design.** May 2009. Conference (London)
- **Fundamentos web.** November 2008. Conference (Gijón)
- **Bridge IT.** March 2008. Team work (Zaragoza)
- **User interface Workshop.** March 2008. Evolucy (Madrid)
- **Transmediale.** February 2008. Digital Art fair (Berlin)
- **Accesibility.** May 2007. Instituto Ciencias del Hombre (online)
- **Art and new technologies.** February 2007. Pilar Arala in Ibercaja Zentrum (Zaragoza)
- **Open Art.** Junio 2006. Workshop of Francisco Jaraute y Javier Echevarría (Zaragoza)
- **Desarrollo Urbano y Tecnologías de la Comunicación.** Junio 2006. Manuel Castells (Zaragoza)
- **English for creative people.** 2005. St. Martins School of Arts (London)
- **Interfaces interactivos y espacio digital (Flash MX and Action Script).** 2003. Santiago Ortiz, Moebio (Madrid)
- **Marceli Antunez Workshop (Fura del Bauls).** 2003. La casa encendida (Madrid)
- **Web design.** November 1998. Angel del Pino, Formación Continua (Zaragoza)
- **Drawing and painting.** 1997. Art studio Alazet (Zaragoza)
- **Engineering image.** March 1997. Zaragoza university (Zaragoza)
- **Photography.** February 1996. Spectrum gallery (Zaragoza)

## Skills & Expertise

- **Skills:** Information Architecture, wireframes, prototyping, visual design and interaction.
- **Knowledge:** Accesibility (w3c), HTML, CSS and javascript, mobile development, user testing, marketing, social media, video production.
- **Software:** Photoshop, Fireworks, Illustrator and Axure.
- **Languages:** Spanish (native) and English.

## Personal competences

- I have always demonstrated my ability to **work in teams** already from my school days.
- By living abroad for 3 years I could relate to **multicultural** people of different languages, customers and religions.
- I worked teaching for a period, therefore I have skills to **listen to and understand** those around me.
- Experience in managing and **coordinating teams** from different disciplines.
- Work organization in multicultural **and international projects** thanks to my experience in London.
- Director and supervisor of **final artworks**.
- I participated in various creative groups and forums related to **design and culture** and I am able to organize events such as seminars and conferences.
- As manager on the Internet and new technologies and integrant of the design department in several companies, I have had to supervise work teams and previous work of delivery to the customer, **being responsible for the final result**.