Misti

Senior
Product Designer
IBM Client Engineering

Misti Peinado Hilinger

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Skills

I am a hybrid profile between front-end development and UX design.
I am a UX Engineer, I'm focus on interactions, wireframes, process, prototypes, flows, development, performance, test, usability and overall experience of the application works for the end user.
I love my job and I truly believe that when you put all your passion and dedication in something it really makes the difference.

Experience

Senior Product Designer & EMEA Front-End co-lead at IBM Client Engineering

MAY 2021 - NOW, MADRID

As a Client Engineering Designer at IBM, I am part of a cross-functional team that delivers a unique client co-creation experience to accelerate client transformation. I synthesize research, client insights and requirements to create user experiences that connect people in lasting ways with the product, services and brands; I facilitate and lead design sessions with clients and the IBM team, using current methods and tools; I lead and create UX and customer/user journey design for prioritised use cases and 'minimum viable solutions', often re-imagining how the work gets done; I apply information architecture, research and evaluation in user design; and I connect the dots at both the abstract and tactical levels.

UX Engineer at Vodafone by Fullsix (Havas Group)

OCT 2019 - MAY 2021, MADRID

Leading Front-End and UX team and projects.

Today I'm working as a UX Engineer in Vodafone, main agency client.My main responsibility is: Implement a consistent Design System (Design + Code) during the launch of the entire new Vodafone.es website. Managing the Front-End team and programming in the development phase, supporting and working with UX and UI design team, identifying possible risk situations and thus minimizing impacts, identifying the potential of team members to foster their skills and development.

Teacher Data Driven Design Course in GEND

OCT 2020 - NOW, MADRID

https://gend.es/programa/data-driven-cro-designer/

Head of Creative Technology & UX Fullsix

OCT 2015 - ENE 2019, MADRID

Managing and leading front end team and UX team. I'm in charge of 9 front end developers team

CLIENTS: Vodafone, Adidas, Imaginarium, Eroski, LG, Solán de Cabras, Glendfiddich.

d6/ Digital Creative Director
JAN 2014 - OCT 2015, MADRID

Leading Creative and Development team working in different kind of digital projects with clients as Canal+, Balay, Easyjet, Cocacola, Liberty.

d6 / Senior Creative Front Developer
FEB 2011 - JAN 2015, MADRID

Developing digital projects for clients like: Canal+, Balay, Easyjet, Sanitas ,Liberty.

Place To Be App / Co-Founder & Developer
JAN 2013 - OCT 2015, MADRID

Placetobe is a personal project, we create our own startup. Placetobe was a multi-platform mobile app which makes it easy for the user to meet with friends. You can create or join a group of friends, organize your calendars together, share your life with them, and discover new plans and places near you.

Wunderman / Senior Front End Developer
SEP 2010 - SEP 2011, MADRID

Creative Front-End developer. CLIENTS: Movistar, Ford, BBVA, Iberia, Land Rover.

Wysiwyg/ Creative Front End Developer
SEP 2007 - SEP 2010, MADRID

Creative Front-End developer CLIENTS: Diesel, Vodafone, La Caixa, Burger King, Ballantines, Amstel.

TBWA/ Creative Front End Developer and Junior Art Director
APR 2007 - SEP 2007, MADRID

CLIENTS: PlayStation, Nivea, McDonald's, Pedigree.

MiComunicación/ Creative Front End Developer and Junior Art Director
JUL 2006 - APR 2007, MADRID

Tecsisa/ Creative Front End Developer and Junior Art Director
AUG 2005 - JUL 2006, MADRID

CANAL+/ Trainee Art Director
JUN 2004 - DIC 2004, MADRID

Education

ThePowerMBA/ Program ThePowerMBA
Business Expert - Business Management and Administration
JUL 2019 - NOW, MADRID

FICTIZIA/ React and Redux Course
JAN 2019 - MAY 2019, MADRID

Universitat Oberta de Catalunya/ University Master's Degree User
Experience (UX) and Interaction Design
OCT 2017 - JUL 2018, MADRID

FICTIZIA/ Advanced JavaScript Course
FEB 2017 - MAR 2017, MADRID

REDRADIX/ Angular Workshop
JUN 2015 - JUL 2015, MADRID

CICE/ IOS & Android Mobile Development Course
2011 - 2012, MADRID

CEI/ Web Master Course: PHP, MySQL and JavaScript
2011 - 2011, MADRID

CICE/ Web Applications with ActionScript3
2007 - 2008, MADRID

CICE/ Web Applications with ActionScript2
2005 - 2006, MADRID

TRAZOS/ 3D Animation Master
2004 - 2004, MADRID

TRAZOS/ Web and Multimedia Master
2003 - 2004, MADRID

CEADE/ Bachelor's degree in Advertising and Public Relations
1999 - 2003, SEVILLA

Awards

Inspirational/ El Bingo del Debate PAF (Silver)
DEC 2017

Premios Comercio/ Eroski Supermarket: Webshop best Online Supermarket
2017- 2018

Luxury Awards/ Celebrate Decisions Glendfiddich: Better Web Effectiveness,
Best Interactive Campaign, Better Branded Content
NOV 2016

Sol Festival/ El Bingo Del Debate : 2 Bronze Mobile and Digital
JUN 2016

Sol Festival/ App Series CANAL+ : Bronze Mobile
JUN 2015

Sol Festival/ Social Fútbol CANAL+ : Bronze Digital
JUN 2013

Sol Festival/ Kinki Ahorro BurgerKing : Gold Best Display Campaign

Sol Festival/ Peseta Experience Ballantines : Bronze Digital Campaign

Imán Festival/ Peseta Experience Ballantines : Bronze Digital