

Marta Pàmies

UX/UI Designer

Go to the portfolio!
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Profile

A highly creative and innovative digital designer with a deep passion for understanding user needs and crafting user-friendly, visually appealing designs. Possesses extensive experience in web and application redesign projects, mobile and computer experience design, user research, e-commerce, and Agile methodologies.

A lifelong learner with a fervent enthusiasm for design, technology, and human-centered approaches. Continuously seeks out challenging opportunities to foster personal and professional growth. Exhibits a positive, proactive, and organized demeanor, coupled with exceptional communication skills, enabling effective collaboration within teams to achieve shared goals.

Studies

(2014 - 2016)

Second-Degree Vocational Training of Graphic Design
Tarragona Art and Design School

(2016 - 2018)

Second-Degree Vocational Training of Interactive Design
Tarragona Art and Design School

(2023 - 2023)

GOOGLE UX CERTIFICATE
Coursera

Skills

Illustrator	Material Design
Photoshop	Prototyping
InDesign	Wireframing
Figma	Responsive Design
Sketch	Typography
InVision	HTML
Site Mapping	CSS
Usability	PHP
User-centered thinking	Magento
Marvel	Wordpress

Experience

BESELF BRANDS, S.L

UI/UX Designer + Front-end Developer

(2022 -)

Comprehensive redesign of four Magento 2 e-commerce stores:

- Enhanced the visual appeal, functionality, and user experience of the online stores.
- Ensured seamless compatibility across all mobile devices.

Custom Widget Development and Integration:

- Developed personalized widgets to augment the functionality of the e-commerce stores.
- Efficiently integrated widgets into the Magento 2 platform.
- Guaranteed flawless widget operation across all store pages and themes.

Code Unification and Cleanup for Performance Enhancement:

- Unified and streamlined the codebase of the e-commerce stores to optimize performance.
- Eliminated unnecessary and redundant code.
- Improved code structure for enhanced maintainability.

Google Analytics Data Analysis:

- Conducted Google Analytics data analysis to gain insights into user behavior on the e-commerce stores.
- Identified areas for improvement and made strategic decisions to optimize the stores.

Hotjar Usability Analysis:

- Performed usability analysis using the Hotjar tool to better understand how users interact with the e-commerce stores.
- Identified friction points and areas for improvement in the user experience.
- Implemented changes to the stores based on analysis findings.

ACHIEVEMENTS

Magento 2 Website Load Time Optimization:

- Achieved a 30% reduction in average page load time across four Magento 2 e-commerce websites within one month.
- Enhanced user experience and boosted conversion rates.

RUBICON SOFTWARE

UI/UX Designer + Front-end Developer

(2019 - 2022)

Magento 2 E-commerce Development:

- Craft high-quality e-commerce stores utilizing the Magento 2 platform.
- Deliver customized solutions tailored to the unique needs of each business.
- Provide ongoing technical support and maintenance to ensure seamless store operation.

Prestashop E-commerce Development:

- Create functional and cost-effective e-commerce stores using the Prestashop platform.
- Implement essential functionalities for a comprehensive e-commerce experience, including product management, payments, orders, and shipping.
- Offer an attractive and customizable design to align the store with the client's brand identity.

Corporate Website Design:

- Design professional, visually appealing, and functional corporate websites.
- Establish a unique visual identity for the company that resonates throughout the website.
- Ensure an intuitive and user-friendly navigation experience.

Wordpress Corporate Website Development:

- Develop corporate websites utilizing the WordPress platform.
- Implement the latest web design technologies and trends.
- Optimize the website for search engines (SEO).

KLEVER SOFTWARE Y SISTEMAS

UI/UX Designer + Front-end Developer

(2018 - 2019)

Magento 2 to Prestashop Migration:

- Execute comprehensive migration of e-commerce stores from Magento 2 to Prestashop, ensuring secure and accurate data, functionality, and design transfer.
- Optimize store performance for an enhanced user experience.
- Adapt the store to specific client needs, customizing the interface and functionalities for better management and control.

Wordpress Corporate Website Development:

- Design and develop professional and visually appealing corporate websites using the Wordpress platform.
- Create an intuitive and easy-to-navigate user experience, highlighting the company's values and services.
- Optimize the website for search engines (SEO) to enhance its visibility on the internet.

Magento 2 E-commerce Development:

- Develop robust and scalable e-commerce stores using the Magento 2 platform.
- Implement essential functionalities for a comprehensive e-commerce experience, including product management, catalogs, payment gateways, order management, and shipping.