MARCOS CAMACHO GARCIA
ux · ui · product designer

ABOUT

I'm a Graphic Designer with 8 years of experience as a UX/UI designer

CONTACT

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EDUCATION

2020 **Design Thinking** Interaction Design Foundation (ONLINE)

2011 - 2012 **Master's Degree** in Design and Internet Projects Management. ELISAVA (ESP)

2002 - 2008 **Graduate** in Graphic Design Instituto Departamental de Bellas Artes (COL)

WORK EXPERIENCE

2020 - 2024 **UX Designer** at Exoticca

Collaborated with product managers and engineers as part of the Product Trio, driving initiatives to improve conversion rates and enhance user experience. Designed and refined user interfaces to ensure a seamless and engaging experience. Conducted user interviews to identify customer pain points and opportunities, validating assumptions through data analysis and iterative design incorporating AI to analyze calls. Additionally, I took part in creating and maintaining a comprehensive design system.

2016 - 2020 **UI/UX Designer** at Pagantis

Collaborate with other designers, product owners and engineers to maintain and develop innovative and user-friendly features for Paga+Tarde.

- User testing (planning and executing)
- Design new features.
- Enhance and improve Paga+Tarde UI and its features.

LANGUAGES

Spanish ○ ○ ○ ○ ○

English ○ ○ ○ ○ ○

Catalan ○ ○ ○ • •

INTERESTS / PREFERENCES

Movies / Music / Art / Design and decoration / Fashion / Psychology / Ux research / Surf / Cooking

FIELDS & TECHNIQUES

User Interface Design / User Centric Design / Prototyping / Information Architecture

SOFTWARE

Figma / Lyssna / Microsoft Clarity / Hotjar / UXPin / Adobe Photoshop / Adobe Illustrator / HTML & CSS.