# LUIS HERMOSILLA

London based end-to-end Product Designer & Design Systems evangelist

A product designer with hands-on experience on the design and development of all kinds of digital experience. Graduated as an industrial design engineer and with more than ten years of experience designing products for the online world, I've been working on digital agencies, startups and enterprisises launching their websites and apps.

Worked with in-house and remote teams, led the project development and execution and launch of websites as well as the maintenance, research and collaborative process with stakeholders.

I consider myself a perfectionist and meticulous in my job; I like to work on projects from scratch and with multidisciplinary teams, planning all the steps of the process and always looking for a way to optimize it. Passionate about learning new things and challenging myself in the field of design, engineering and IT. I am a tech geek, biker, nature lover and photography enthusiast.

## PERSONAL DETAILS

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LinkedIn
*linkedin.com/in/luigiht*

Blog
*medium.com/@luigiht*

Dribble
*behance.net/luigiht*

Instagram
*instagram.com/luigiht*

## UX PROCESS & SKILLS

*Low/Mid Fidelity Wireframing*
*Information Architecture*
*User Flow / User Journeys*
*Persona Definition*
*Usability Testing*
*Interview Performance*
*User Research*
*Heatmaps and Heuristic Evaluion*
*Brand and identity definition*
*Prototyping*
*Front-end Development*

## EDUCATION

Udacity
*Product Design & Process by Google*
2017 (Remote)

UPC - Catalonia
*BSc Industrial design engineering and product development*
2011 -2015 (Barcelona)

## PROFESSIONAL EXPERIENCE

### Product Designer
Rush Partners Ltd. (London)
December 2017 - Present (1 year and 1 month)

Rush Partners is an iGaming and sports betting company focused on digital and online betting products covering multiple markets and sports cross-plat-form, including desktop and mobile sites as well as mobile apps for multiple regions, especially Scandinavia and UK.

As the product designer in charge of the design and product management of some of the products of the company, my main tasks are:

- Led the redesign and creative direction of multiple of the current products of the company, from a creative and project managing perspective as well as assessing based on markets, trends, and UX.
- Reviewing current designs and research and propose new designs to improve the UX as well as the visual aspect of multiple products and functionalities of existent products.
- Wireframe and prototype new designs for new and existing products.
- Create and own the creation of brand guidelines for both the main company brand as well as some of the products managed by the company.
- Creation of branded materials, both marketing and corporate focused, such as documents, artwork, stationery and social media materials.

### UI/UX Designer, Front-end Developer and Project Manager
MBJ LONDON (London)
September 2016 - October 2017 (1 years and 2 months)

As a designer, developer and project manager my tasks at MBJ were:

- Managing the project from the kick-off to the launch of the client's website.
- Developing a concept on Sketch based on the client requirements and creating a full-documented file to be handover with the in-house development team including additional information about functionalities and assets.
- Preparing InVision prototypes to share with team and clients.
- Maintaning and improving performance of existing websites as well as keeping track of each website and keeping the client up to date with any update done as well as improvements.
- Managing the development team assigning priorities to tasks, projects and taking care of the workflow on them.

## METHODOLOGIES

Scrum

Agile Methodology

Design Sprints

Atomic Design

Design Systems

Design Principles

## TOOLS & SOFTWARE

Sketch

InVision

Figma

Framer X

Anima

Principle

Photoshop

Illustrator

Maze

Zepplin

Hotjar

## LANGUAGES

ENGLISH
C1: Great level spoken, written and read, certificate.

CASTELLANO
Native: perfect spoken, written and read.

CATALÀ
Native: perfect spoken, written and read.

FRANÇAIS
B2: Intermediate level of writing, reading and conversation.

## INTERESTS

PHOTOGRAPHY
Owner of a Canon 750D and a DJI Mavic Air, I enjoy making snapshots and videos of what surrounds me in an artistic way, you can find more of it on my website.

TRAVELLING
I enjoy exploring the world and discovering unknown places and meeting people from everywhere.

DRAWING
Since I was a kid I have enjoyed sketching and drawing on my free time to get my inspiration going.

CYCLING AND MOTORCYCLING
I'm a petrolhead of the two wheels, I enjoy spending my time driving through long and curvy roads enjoying the landscape and discovering hidden gems around.

## PROFESSIONAL EXPERIENCE

### Freelance UI/UX/Product Designer
Luigiht (Personal Project)
February 2008 - present (8 years and 6 months)

As a self-taught designer, I started working for different individuals, companies and bands under the name of Luigiht, which later became my signature and studio for all my freelancing projects. As a freelance hybrid and product designer I have been working on:

- Designing and building websites for more than a fifty clients all over the world, from companies, individuals, music bands and events.

- Creating brand identities for bands and companies; including for some of them, brand guidelines and brand assets such as banners, icons, emblems and typographies.

- Designing artworks for music albums, vinyl, cassettes and digipacks for over twenty international bands from all genres.

- Creating posters, banners, brochures and other promotional and marketing material for companies, events and bands.

### UI/UX Designer, Developer and Industrial Design Coordinator
We Go CITY (Barcelona)
November 2015 - July 2016 (9 months)

As a graphic designer, frontend web developer and industrial design coordinator my main tasks were:

- Design and program creative landings using for it CMS, HTML5, CSS3 and a responsive design for the marketing department and corporate landings as well.

- Layout and design presentations, manuals and documentation for both corporate and promotion as well as for investors.

- Assist the development team in programming tasks for different web elements for the front-end web application using AngularJS.

- Configure servers, as well as reestructure the internal files network of the web side of the virtual server and manage internal network DNS.

### Web/Graphic Designer and Developer
NAPALM RECORDS GMBH (Remote)
February 2012 - December 2014 (3 years and 2 months)

As a web and graphic designer in charge of all the online products of Napalm Records online division, my main work consisted of the:

- Design and development of web pages from scratch for the various subdivisions of the company as well as corporative websites.

- Design and configure CMS for companies projects using for it WordPress, Joomla and themes based on Bootstrap, using HTML5 and CSS3.

- Create promotional artwork for artists, projects and various social networks as well as printed material.

### Graphic and web designer and webmaster
NORTHWIND PROMOTION GBR (Remote)
February 2011 - Oct 2015 (4 years and 9 months)

As a graphic designer, web designer and webmaster my main tasks were:

- Create corporate brand image of the company, including web appearing, logo and complete branding.

- Design and program the company's website using Wordpress for it, including Bootstrap, HTML5 and CSS3 and making it responsive so it canbe displayed correctly on all kind of devices.

- Also design the branding and web design as well as artwork for artists of his rooster.

- Design printed material including posters, flyers and promotional material for events for both the company and the artists.