

CURRICULUM VITAE

Personal Information

Name **Roman Perona**
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Field of expertise **Product Design Leader**

Key Words Product Design, Digital, User-Centred, Agile, Lean UX, UI, Visual Design, Design Thinking, Web, Mobile, App, Native / Hybrid, Responsive

Work Experience

- March 2015 – Now **Lead UX Designer at Reevo.com**
Product Design, Leadership, Management, UX, Strategy, Research, IA, Prototyping, Testing
- November 2014 – December 2014 **Freelance Senior Digital Designer | therivergroup.co.uk**
UI design, responsive web design
Clients: Honda, River Publishing
- October 2013 – March 2015 **Freelance Digital Designer, London, UK | design.romanperona.com**
Design consultancy, UI design, responsive web design
- August – October 2013 **Freelance Senior UI Designer at tobiasandtobias.com**
Art Direction, visual design and interaction for a hybrid News App
Client: fidelity.co.uk
- September 2011 – January 2013 **Creative Digital Designer at PHM, London, UK | phm.co.uk**
(1 year and 5 months) Art direction, UX, UI, web design, mobile, e-learning,
Top clients: Ford, Volvo
- January 2009 – March 2011 **Creative Digital Designer at O OCONTEÚDO, Porto, Portugal.**
(2 years and 3 months) Marketing materials, communication strategy, web design
- September 2007- May 2008 **Creative Digital Designer at UNDERGRAF, Madrid, Spain | undergraf.com**
(9 months) Art direction, UX, UI, web design, interactive CD-Roms
Top clients: GSK, Nintendo
- October 2006 – August 2007 **Editorial photographer at HFG, Stuttgart, Germany | hfg-gmuend.de**
(11 months) Photography, video
- March 2004 – August 2006 **Creative digital designer at DRUGFARMA, Madrid, Spain | drugfarma.com**
(2 years and 6 months) UX, UI, web design, graphic, photography
Top clients: Pfizer, Roche, GSK, Novartis, Bayer, 3M
- September 2003 – February 2004 **Creative digital designer at AMM - Art-Music-Media, Madrid, Spain**
(6 months) UX, UI, web design, web banners, interactive CD-ROM
Top clients: Madrid City Hall
- May 2002 – September 2003 **! Digital designer at ATUTIPLÉN, Madrid, Spain | www.atutiplen.es**
(6 months) **! Digital design Instructor at DATANALISIS, Madrid, Spain**
- September 2001 - May 2002 **Graphic designer at REJOICE 2B, Madrid, Spain**
(9 months)
- November 2000 – June 2001 **Graphic designer at DELTA PUBLIC, Madrid, Spain**
(8 months)

Education

- 2004 - 2008 BA (Hons) in Fine Arts (5 years programme)
Complutense University, Madrid, Spain
- 2007 Interactive & Visual Design (Erasmus)
Human-Computer Design | Visual Interface Design
Design School HFG Schwäbisch Gmünd, Germany
- 2001 Advertising and Publicity
Madrid Chamber of Commerce and Industry, Madrid, Spain
- 2000 Graduate in Graphic Design
Art & Crafts Islas Filipinas School, Madrid, Spain

Languages English, Spanish and Portuguese

- Leader Skills and competences
- Social Motivated
 - Will develop the talent of others
 - Focus on creating healthy working cultures
 - Focus on aligning people in tasks
 - Leading by Example
 - Professionally determined
 - Personally humble

Technical skills and competences

- UX Leadership, Management, Ideation, Planning, Strategy, Research, Data Analysis, Design, Prototyping, Testing, Iteration, Shipping, Documentation
- Pencil, grid paper, whiteboard, Post-It notes, markers, Sketch 3, Zeplin, Invision, Principle
- UI / Graphic Production/Edition Software (Proficient User):
Adobe CC Photoshop, Illustrator, InDesign, Lightroom, Aperture Sketch 3
- Audio-Visual Production/Edition Software (Proficient User):
Adobe CC After Effects, Premiere and Audition, Fruity Loops
- 3D Software:
Cinema 4D
- Responsive web design:
Adobe CC Dreamweaver, Flash, AS3, HTML5, CSS, XML

Driving licence A, A1, B, 1997 Madrid, Spain

Essential Links Digital Design portfolio
www.design.romanperona.com

LinkedIn
uk.linkedin.com/in/romanperona