

Elsa Camí Bou

elsacami@gmail.com · <https://uk.linkedin.com/in/elsacami>

"This is a bit of my history.

The way how I become the UX designer that I am. My steps in the professional live through big corporations and starting startups, founding also my own studio."

Studies

2015. UX Design General Assembly London

2009. Post degree in Art Director

Elisava Barcelona

2008. Post degree in Contemporary Art Criticism UAB Barcelona

2006. Degree in Graphic Design

Elisava Barcelona

Softwares...

I'm confidence with:

Design: Sketch, Axure, Adobe Xd, Photoshop, Illustrator, InDesign, paper and pen.

Prototyping: Invision, Marvel, Zeplin...

Others: Omnigraffle, Gliffy Diagrams, Typeform, Jira, Basecamp, Slack...

I play with:

Final Cut, After effects, Flash, Sublime.

A little bit personal

I like teaching and I've led photoshop and UX classes as well as leading activity weekends for children.

I like cinematography and I've completed two film script courses.

I enjoy the theatre arts and I did some theatre, clown and trapeze courses.

I love the mountains and traveling. You can see some of my cycling trips in our blog:

<https://pitonissesdelnylon.wordpress.com/>

2016 - Present **Freelance UX Designer**

As a UX Designer, my common work process involves research, user journeys, user flows diagrams, sketch, wireframing, specification documents, testing and visual design.

Relevant projects with Startups:

- CommonShare: Design a B2B marketplace for organic products (2019-...)
- On Our Radar: Design a dashboard to manage collaborative research projects (2017 and 2020).
- Remo: Design a managing and search platform for open computer vision (2019)
- Workkola: Design a marketplace for experiential learning that connects students and startups (2017-2018).
- Startupbootcamp: Collaborate with this accelerator to help the startups (2017).

Relevant projects with Agencies:

Roca Salvatella (2017-18): F.C.Barcelona museum website / ESADE Alumni web / RACC App

Teaching and talks:

- Contemporary Communication (UX-UI) - University subject in 2nd, 3rd and 4th grade, IED - Barcelona (2019-...)
- Microinteractions and introduction to Principle, Ironhack - Barcelona (2018)
- Talk "Work as a UX designer in big corporations or small startups", Ironhack - Barcelona (2017).
- Masterclasses "Flows and documentation in UX design", Elisava - Barcelona(2017).
- Workshop "Basic Photoshop", Bellerbys College - London (2016).

2015-16 **HEADLINER**

Music Startup. **London**

Headliner is an entertainment start up to connect event planners with the world entertainment.

As a lead designer I redesigned the platform, improving the flows to searches and book music bands.

2015 **techstars**

Startup Accelerator. **London**

Techstars is a global ecosystem that empowers entrepreneurs to bring new technologies to market wherever they choose to live.

As a UX/UI designer, I help 8 startups to develop their projects. Working with mobile apps, websites, dashboards and different online platforms.

In some cases was study the user and understand their behavior, and in other projects I was focusing on the visual part, finalising the mock-ups.

2014 **CANONICAL**

Open source software company creator of Ubuntu. **London**

Canonical is the company who developed Ubuntu, the world's most popular free operating system.

As a visual designer working in a team with a copywriter and UX designers we developed the Design guidelines for Ubuntu Apps.

2012-14 **Desigual.**

International casual clothing brand. **Barcelona**

Desigual is a fashion brand present in 72 countries.

As a digital designer I joined the digital section of the marketing department working with other designers, copywriters, product managers and the IT team.

Relevant projects:

- Internal Apps: Guest check list for events / An app for the sales manager team to check the condition of the stores.
- Platforms: B2B Checkout and HR platforms.
- Brand Apps: A digital catalogue to buy and discover the inspirations of each season / An app to explain how a catwalk works and all that is involved.
- Marketing campaigns: Launch of the Desigual fragrances / Advertising campaigns for the customers event.
- Shop of the future: Implement new technology in shops to test the results. Such as touch screens to buy products not available in the store, or screens located in the fitting room to order another size.

2009-12 **Jimmy Knows**

Creative design studio. **Barcelona**

Co-founder of this creative company with two other designers.

Relevant projects

- Bacardi: Platform created for the owners of a pub who want to create a drinks menu.
- F.C. Barcelona: Signals for the museum.
- Damm Barcelona: Advertising and marketing campaigns.
- Revajix: Online shopping platform.

2006-08 **apunto lapospo**

Audiovisual postproduction company. **Barcelona**

As a digital designer working in a team with designers and video editors, designing the interfaces of the menus on DVDs.