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Berlin, DE

Name  
Valentina Leonor

Lastname  
Velarde Llanos

# Valentina Leonor

## Product designer

### EXPERIENCE

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Senior UX Designer 06.2024 - Present

#### **Issuu** Full Time

Updating and refreshing the experience of the digital flip book, through feature ideation, research, prioritisation, design and testing.

Senior UI/UX Designer 08.2022 - 05.2024

#### **Airsiders GmbH** Full Time

Creating the MVP and iterations for new travel assistant technology, through ideation, collaboration with developers, launch & testing.

Lead UX Designer 06.2018 - 06.2022

#### **iZi Soluciones** Part Time

First design hire, participated in product planning, design & launch of different SaaS products within iZi app (web/mobile) through definition of user journeys, research, ideation & testing. Leading Junior designers to build and maintain a design system.

UI/UX Designer 04.2020 - 01.2022

#### **Giro54** Part Time

Working on user interviews, ideation, design, user testing, and UI hand-off of digital products for different clients of the agency. Leading and mentoring design interns.

UI/UX Designer 10.2017 - 01.2018

#### **Indómita** Consultant

Collaborating to create the final designs for a Finance and savings education project.

UI Designer 03.2016 - 10.2017

#### **Mojix engineering** Full Time

Creating wireframes and prototypes for various clients, ensuring responsive and user-friendly interfaces.

Freelance Web Designer 01.2012 - 01.2016

### EDUCATION

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2008 - 2012

#### **Universidad Católica San Pablo**

BA. Graphic Design and Visual Communication.

### VOLUNTEER

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ADPList mentor 04.2022 - now

Ladies that UX - La Paz 02.2020 - 03.2021

### CERTIFICATIONS

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Interaction Design Foundation →

UX Design Masterclass →  
2020 - By Filament Lab

Writing for Web and Mobile →  
2020 - By Gymnasium

UX: The ultimate guide to usability and UX →  
2019 - By David Travis in Udemy

UX Fundamentals →  
2017 - By Gymnasium

### LANGUAGES

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English Professional proficiency

Spanish Native

German Elementary

### INTERESTS

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Startups, hands-on design, user testing, dev collaboration, iterations, design systems, sustainability, teamwork, inclusiveness, UX maturity, education & mentoring.