

## {EXPERIENCE}

### Projects

Chama  
Indigitall  
Digital Innovation Center

### Projects

Barclaycard Center (Madrid)  
City Winery  
Barceló Viajes  
Vocento  
Cintra App  
Customized Health Technologies  
CHI  
Tu Comunidad  
K Tuin - iSkool  
Ecoficiency  
Printoria  
Tu Comunidad  
Anchorage  
Glue App  
Merck  
Iberdrola

### Projects

Wizzo  
BBVA Sourcing  
BBVA NetCash (Spain & Portugal)

### Projects

The Next Step  
Macau Galaxy

### Projects

Aramon App  
Twinmares

### 361 Studio - 361STUDIO.CO - AMSTERDAM

#### Chief Design Officer - 2017 to present

Ownership and operation of a global creative studio built for the digital consumer. 361 Studio offers a wide range of services from complete design & research to development. Depending on the size of each project for a client, we scale with our freelance network of professionals.

### FashionTrade - FASHIONTRADE.COM - AMSTERDAM

#### Lead UX/UI Designer - 2015 to 2017

Fashiontrade is the Fashion B2B marketplace where brands and retailers can connect to each other.

- Customer journey, process flows, story telling, blue prints, wireframing and prototyping.
- Heuristic Evaluations, User testing, Remote user testing.
- Low-fi & Hi-fi mockups.
- UI Design.

### Mr. Popper - MRPOPPER.COM - BASED IN MADRID

#### Freelance UX/UI Designer - 2006 to 2017

Ownership and operation of a freelance design firm that provides mobile, web, identity and print design projects for global clients in the US, UK, Asia and Europe.

- Complete Website Design, Interface Design, User Experience Design, Project Direction.
- Social Media Consultancy, Campaigns & Strategies, Search Engine Optimization, Online Marketing.
- Creative Illustration, Art Direction, Interactive Flash Design, Corporate/Brand Identity, Product Package Design, Photography.

### MuzikCloud - MUZIKCLOUD.COM - LONDON | MADRID | LOS ANGELES

#### Founder & CEO - 2012 to 2015

Heavily involved in the day to day running of the business. Implementing graphical & technological solutions as well as driving forward the overall company strategy.

### Telefónica - TELEFONICA.COM - MADRID, SPAIN

#### Senior UX Consultant - 2013 to 2014

User Experience/Interface consultant for the definition of the project "Telco 3.0." focused on Service Oriented Architecture (SOA).

- Architecture of information, layout of blue prints, customer & client journey maps, process flows.
- Concept design creation wireframing using Low-fi mockups & Hi-fi designs for specific modules.
- User testing production and analysis.

### TEDx Alcobendas - TEDXALCOBENDAS.COM - MADRID, SPAIN

#### Art Director - 2013 to 2014

Producing all the graphic designs for the promotion of the event, flyers, program, etc. Collaborating in the communication and social media processes as well.

### BEEVA (BBVA Company) - BEEVA.COM - MADRID, SPAIN

#### Senior UX Consultant - 2013 to 2013

- Heuristic Evaluations, User testing, Remote user testing.
- Low-fi mockups & Hi-fi designs.
- Customer journey, process flows, story telling, blue prints, wireframing and prototyping.

### ThinkSmart - THINKSMART.ES - MADRID, SPAIN

#### Creative Designer - 2012 to 2013

- Assuming the role of Creative Designer in a firm that provides incentive integral programs in mobile and, web, identity and print design projects for global clients in Portugal, Spain, Canada, Mexico and the US.

- Clients worked with: Coca-Cola, BMW Group, Volkswagen, Heineken, McAfee, BBVA, BBVA Compass, Milagros de Mexico, Liberty, Artsana, Iveco, DKV, Women Secret, Springfield, Cortefiel.

### Lab of Apps - LABOFAPPS.COM - HELSINKI, FINLAND

#### Lead UX/UI Mobile Designer - 2011 - 2012

- Lead UX/UI Mobile Designer taking the responsibility of developing and implementing the design and functionality tasks for the existing projects.
- Co-founder of start-up company assuming all roles, investors presentations, development recruitment, customer journey, process flows, story telling, blue prints, wireframing and modeling new developing concept mobile apps.

### Ecoficiency - ECOFICIENCY.NET - HAMBURG, GERMANY

#### Project Manager & UX Design - 2011 - 2012

- My freelance role was to create the User Experience Design for my-ecoficiency.net, a web-community for eco-efficiency and sustainability.
- Project Management for a diversity of stages from planning, execution & closing of the web application.
- Direct channel between the programming department and the client.

### Buibee - BUIBEE.COM - MADRID, SPAIN

#### UIX Designer / Graphic & Web Designer - 2009 to 2013

- User Experience Design for various projects, websites and mobile applications.
- Project Management for a diversity of stages from planning, execution & closing of all mobile and web applications.
- Social Media Consultant, divided online strategies for - www.buibee.com

### Sal de Espera Radio - SDERADIO.COM - LOS ANGELES, CA

#### Social Media Consultant & Web/Graphic Designer - 2010 to 2012

- Formulated online branding strategies.
- Launched and Integrated different media platforms.
- Graphic designer & webmaster for - www.sderadio.com

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# DAVID OLIVA MORALES

{Product & UX/ UI Designer}

## FR Productions - LOS ANGELES, CA

### Community Management & Graphic / Web Designer - 2008 to present

- Graphic & Web Design for a specific film project: "Prettyface".
  - Community Management for the different Social Media channels of the film.
  - Art Direction for the Web prettyfacemovie.com and internal production site.
  - Creating vectorized characters for the Trailers / Teasers.
  - Layout of a comic from the images in the storyboard.
- IMDB link for proyect: <http://www.imdb.com/name/nm3250862/>

## Unitex 2000 - MADRID, SPAIN

### Graphic Designer & Web Developer - 2008 to 2009

- Design concepts, execution, and presentation of posters, brochures, web advertisements
- Complete web design / development and maintenance of - [www.unitex2000.com](http://www.unitex2000.com)

## Grupo Quattor - MADRID, SPAIN

### Graphic Designer & Web Developer - 2007 to 2008

- Design concepts, execution, and presentation of posters, brochures, books, web advertisements.
- Complete web development and maintenance of - [www.quattor.com](http://www.quattor.com).

## {EDUCATION}

### University of Pennsylvania - The Wharton School - ONLINE

Gamification - On-line course on Gamifications, delivered online by Professor Kevin Werbnach, The Wharton School, Univ. of Pennsylvania via MOOC Coursera initiative.

### Udacity - ONLINE

Lean Start-up - On-line course on building lean start-ups, delivered online by Steve Blank via MOOC Udacity initiative - January 2013.

### Roundpeg - LOS ANGELES, CA

Training Courses in Adobe Flash CS4 Professional and Flash CS4: ActionScript 3 - MARCH 2009

### Universidad Europea de Madrid - MADRID, SPAIN

BA Media Communication, emphasis on Graphic Design - 2002 to 2009

### International College of Spain - MADRID, SPAIN

International Baccalaureate Diploma - 2001  
International Baccalaureate Bilingual Diploma in English and Spanish.

## {LANGUAGES}

Spanish, English: Bilingual  
French: Mid-level

## {TECHNICAL SKILLS}

### Computer

Axure	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Omnigraffle	●●●●●●●●●●
Sketch	●●●●●●●●●●
Adobe Flash	●●●●●●●●●●
HTML & CSS	●●●●●●●●●●
MindNode Pro	●●●●●●●●●●
XMind	●●●●●●●●●●

### Knowledge

User Experience	●●●●●●●●●●
Interaction Design	●●●●●●●●●●
User Interface	●●●●●●●●●●
Lean UX	●●●●●●●●●●
Agile UX	●●●●●●●●●●
User Testing	●●●●●●●●●●
Benchmarking	●●●●●●●●●●
Customer Experience	●●●●●●●●●●
Customer Journey Maps	●●●●●●●●●●

## {RECOGNITIONS}

### UX for Startups - Brooklyn, NYC

Keynote given to entrepreneurs at the StartupMansion programme held in NYC

### Plug & Play Accelerator Finalist

Finalist of the Plug & Play Accelerator program in Fall 2014 with MuzikCloud.

## {ONLINE MEDIA REFERENCES}

- [361studio.co](http://361studio.co)
- [mrpopper.com](http://mrpopper.com)
- [dribbble.com/361studio](https://dribbble.com/361studio)
- [dribbble.com/mrpopster](https://dribbble.com/mrpopster)
- [behance.net/361studio](https://behance.net/361studio)
- [behance.net/mrpopper](https://behance.net/mrpopper)
- [twitter.com/mrpopster](https://twitter.com/mrpopster)
- [linkedin.com/in/davidolivamoraes](https://linkedin.com/in/davidolivamoraes)

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