

# Alicia Gomez Tapias **Product Designer**

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## WORK EXPERIENCE

### **CharlieHR**– Product design manager

April 2021 – Currently

Part of the design team in CharlieHR working in the product in cross-functional teams to make sure we deliver value to our users. I am also part of the hiring team and I'm managing a designer.

### **Hammock** – Product designer

May 2020 – April 2021

Sole designer to develop the brand and the platform. Responsible for the end to end user journey. Working closely with the tech team to make sure the user feedback and the business goals are developed.

### **Founders Factory**– Product designer

July 2018 – May 2020 (London)

Worked in the incubator team, where ideas become start-ups. I was in charge to define the MVP and create the prototype to develop. Working really close with the founder to align user needs and business goals in the MVP.

Also in charge to create the brand of the new startup, reflecting the values of the business and targeting the right users.

### **Onfido**– Graphic Designer – Product designer

February 2014 – July 2018 (London)

Started working as Graphic Designer and transitioned to a Product Design role.

As a graphic designer I was designing all the marketing materials (digital and print). I evolved the company brand through the year. I created the internal brand that helped to create the company culture.

As a Product Designer I was responsible of the clients platform. Worked close with the product manager and the tech team. I had regular contact with the clients to understand how to make the platform better.

## EDUCATION

### **UX Design course**

General Assembly

2016 – 2017 (London)

### **Industrial Design degree**

University of A Coruna

2005 – 2009 (Spain)

## SKILLS

Problem solving,  
Understand business goals,  
User Interviews,  
Journey Mapping,  
Competitive Analysis,  
Personas, Design Thinking,  
Usability Testing,  
Wireframing, Prototypes

## SOFTWARE

Figma, Dovetail, Notion,  
Adobe Creative Suite,  
Sketch, InVision, Abstract,  
Basic HTML/CSS