

# Valeria Aguilera

curriculum vitae



## GENERAL INFORMATION

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Date of Birth: 14/02/1991  
Country of residence: UK  
Telephone: (0044) 7480889188  
Email: [aire.lav@hotmail.com](mailto:aire.lav@hotmail.com)  
Languages: Spanish ●●●● English ●●●● German ●●●○  
Nationality: Spanish

## EDUCATION

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(Master) Digital Media Practice  
*University of Winchester* - England September 2018 - September 2019

(Bachelor of Arts) Graphic Arts - Motion Graphics  
*University of Southampton* - England September 2010 - July 2013

Art & Design Foundation Course  
*Portsmouth University* - England September 2009 - July 2010

Trinity School  
Los Realejos - Tenerife September 1995 - July 2009

## MASTER EXPERIENCE

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(Master) Digital Media Practice  
*University of Winchester* - England September 2018 - September 2019

During my master I worked on projects where I had the opportunity to apply several methods of UX analysis and techniques to support the design of applications, striving to make the design of the UI go beyond the usability requirements but also looking for aesthetic beauty.

I have systematically implemented the principles of “Gestalt Theory”, “Design Thinking” and “Lean UX” ensuring that users get what they need from the application. This allowed me to go from prototypes to the final product with minimum delivery times, compared to traditional methodologies of UX. By applying these methodologies, I was also able to know how to adjust the applications to the user’s interests, facilitating decision making, presenting them with more attractive options or results, and improving their overall experience during the interaction.

In addition to UX and UI, another important aspect of the design that I was able to explore was Branding & Strategy in which I learned to develop brand strategy skills at an advanced level, which are necessary to adequately respond to the needs, aspirations and trends of today's consumers while still

being innovative and thorough. I explored the design process to create clear and attractive brand narratives through various projects, covering the essential parts of the design, such as; name creation, corporate identity, positioning, brand loyalty and development, and brand architecture. This way, I understand today's value that a brand needs to transmit, which in turn is affected and influenced by political and cultural trends.

## WORK EXPERIENCE

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UX/UI  
Freelance

2020 - currently

I am currently working as a freelance UX/UI designer, having just completed my first project creating an iOS and Mac App for a medical company.

Junior Graphic Designer  
*Newsquest Southampton* - England

January 2016 - February 2018

As a graphic designer I was involved in print and digital projects in the areas of advertising, promotion, editorial graphics and works for other brands. During my stay I learned how to work under pressure, to adjust to short publication deadlines and to work both independently or as part of a team. The Newsquest company owns several newspapers and magazines (Daily echo, Living Magazines) that cover the vast majority of regions in England. Due to the magnitude of this company, I have had the opportunity to work in a professional environment and participate in several considerable design projects while collaborating in teams with other professionals. In other projects of a more individual nature I was able to impose my own style, giving free rein to my skills as a designer.

Graphic Design  
Freelance

2013 - 2016

During the time I worked as a Freelancer, I was able to participate in projects such as logos, branding, sublimation design and book covers among others.

## PORTFOLIO

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[www.valeriaaguilera.com](http://www.valeriaaguilera.com)

## SKILLS

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Photoshop | InDesign | Illustrator | After Effects | Final Cut Pro | Dimension | Office suite | Wordpress (Elementor) | UX/UI | Sketch | Invision | Adobe XD

## PERSONAL

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I am a graphic/ UX / UI designer with residence in England for the past 10 years with the exception of two years which I spent in Germany studying the language and working as a freelancer.

Having had experience working with clients, I have learned how important it is to be flexible as a designer as well as being able to maintain an excellent communication between us/ them, so that their observations and feedback positively influence the design process, reflecting on a successful outcome.

I consider myself an open-minded person with the capacity and interest to continue learning and improving in different aspects of design, willing to work remotely and / or with flexible schedules.

## EU SETTLEMENT STATUS

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In light of the upcoming Brexit, I have been granted Limited Leave in the United Kingdom or five years.