



Lidia Chía

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🌐 /lidiachia

UX & WEB DESIGNER

PROFILE

Web and UX designer with knowledge in front end development, experience in editorial graphic design and solid background on marketing, advertising, communication and copy writing. Multilingual and self-taught.

SKILLS

- USABILITY • PROTOTYPING
- USER FLOWS • WIREFRAMING
- INTERFACE • INTERACTION
- JAVASCRIPT • HTML/CSS/SASS
- BOOTSTRAP • WEB DESIGN

SOFTWARE

- AXURE
- INVISION
- PHOTOSHOP
- ILLUSTRATOR
- SKETCH 3
- FLINTO

LANGUAGES

SPANISH Native speaker

FRENCH
1 year working in Luxembourg
1 year studying in Paris, France

INGLÉS
International work environments
Several months in the US
Family in the US

OTHER INFO

5 YEARS AS ROLLERBLADING TEACHER

4 YEARS AS A LEISURE MONITOR
(LESS OPP. & DISSABILITIES)

3 YEARS AS A HOCKEY PLAYER

WORK EXPERIENCE

WEB & UX DESIGNER

HP Online Store - EMEA

Barcelona
Aug 2016 - Today

- New checkout redesign and implementation.
- Complete UI redesign for the telesales team for all EMEA.
- Web design: NPIs, families, offers. Some in partnership with Disney, Microsoft, Intel and Nvidia.
- Newsletter, In-store and affiliate banner design for all 8 main EMEA Stores: UK, FR, DE, NL, SP, IT, CH, SW.

JUNIOR EDITORIAL GRAPHIC DESIGNER

The Report Company

Madrid
Jul - Nov 2015

- Special reports layout development for on-site teams on The Guardian and International New York Times. Notions of final art preparation for print.
- Layout of two business premium books for Gibraltar and Malta governments.
- Creation of commercial assets for interational clients.
- Web site management using custom CMS.

GRAPHIC DESIGNER & COMMUNICATION

FNEL

Luxembourg
Jan - Dic 2014

- Design of flyers, magazines and all kinds of brand materials.
- Layout for 500 pages FNEL's centenary book, graphic design and photography.

EDUCATION

2016
mar-jun

WEB DEVELOPMENT

Ironhack - Generation Spain - McKinsey - Gallup
Selected and grant holder by McKinsey.

2016
feb-jun

INTERACTION DESIGN

San Diego University - Coursera
Specialization Course of 9 modules.

2013
feb-jun

MASTER OF ADVERTISING CREATIVITY

Aula Creativa
Focus in copywriting and art direction.

2010-11

ERASMUS PROGRAM - PARÍS
ESCP Europe

2007 - 2012

BACHELOR'S ADVERTISING AND PR

Universidad Rey Juan Carlos
Deep study of several social sciences with focus on media research and advertising campaingning.