

# Ignacio Palomo Duarte

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## PROFILE

A versatile Senior User Experience Designer with a Computer Science BsC and **more than 10 years of professional experience in web development, graphic design and frontend engineering**. Very passionate and creative, with extensive knowledge of user interfaces, branding, usability and SEO.

## SKILLS

### EXPERIENCE DESIGNER

Research: User testing (guerrilla, contextual enquiry, remote user testing), personas creation, competitor analysis.

Visual design and UI development, microinteractions with a keen eye to usability and clear visual hierarchy.

Agile and lean user experience methodologies: hypothesis-driven design, user story writing, measurement and KPI approach, user journeys, wireframing.

Stakeholder management, MVP design, inception facilitator, collaborative ideation sessions.

Prototype development — fully responsive HTML, image-based prototyping and paper prototyping.

Experience in remote UX design.

### FRONTEND ENGINEERING

Production-ready frontend skills with CSS3 and detail to semantic and SEO friendly HTML5.

Best practices: style guide pattern, mobile first, responsive and progressive enhancement, SASS and atomic design.

Detail for high performance websites: assets fine-tuning and compression, non-blocking scripting, 3rd party libraries review and website profiling.

Cross-browser, mobile development and legacy browser support.

### SOFTWARE ENGINEER

Experience in Pair Programming, Test Driven Development and Behaviour Driven Development patterns.

Agile and kanban methodology.

Extensive experience with Ruby/Sinatra and PHP/Drupal frameworks.

Infrastructure as code (devops) using puppet and fabric.

Continuous delivery and continuous integration using Go.

## EXPERIENCE

### **THEBIGHOUSE** *April 2015 (current)*

Senior consultant working in the following projects:

**Spotahome** — <http://www.spotahome.com> — full website redesign, following a user-centred design and mobile-first responsive web design strategy, playing the following roles:

- Frontend leader: Applying best frontend practices like style guides, creating reusable ReactJS components, atomic design, SMACSS and BEM naming convention.
- User Experience designer: running remote workshops, creating prototypes for early testing and researching (including competitor analysis, ideation sessions, persona creation, user journeys).

### **THOUGHTWORKS INC.** *February 2012 — June 2015*

Senior consultant, staffed in different internal and professional service such as corporate website development, responsive mobile-first retail website, playing a key role in a branding, messaging and marketing strategy or frontend consultant. Some of the projects I've been part of :

**ThoughtWorks corporate website** — <https://www.thoughtworks.com>

- Drupal champion, applying best practices, running weekly brownbags to share knowledge, and moving to a TDD and BDD approach.
- Frontend leader, implementing and teaching best practices like using style guides, atomic design, SMACSS and BEM naming or applying speed optimizations (CPU and bandwidth)
- User Experience designer, playing a key role in different areas like: defining a strategy around Insights (our own blogging platform), ThoughtWorks Technology Radar or global recruitment, creating a brand new inline editing system to interact and update the website, running workshops, user testing sessions, and inception/discovery defining and facilitating.

**The Co-operative deals** — <http://www.co-operativefood.co.uk/deals> — consulting work to define the best frontend approach for a mobile-first responsive website, and identify painpoints around the upcoming corporate visual direction revamp.

**Silent Herdsman** — helping with visual design direction for a administration app.

**Internal projects** — collaborating, mentoring and helping with multiple internal projects like: mobile-first app to empower our global sales team to communicate and update in real-time, frontend consulting for an angular app, digital brand keeper for ThoughtWorks new branding and messaging or mentoring accessibility projects.

### **ALQUIMIA PROYECTOS DIGITALES** *March 2007 — January 2012*

Leader of the frontend team, developing SEO optimized, W3C compliant and semantic CSS top quality themes, including projects with short deadlines, usability-oriented, cross-browser and legacy browser compliant, modifying and improving external themes or working as a team with other leading companies.

**Webalquimia** — <http://al.quimia.net> — Full multilanguage company website, including graphic design from scratch, information architecture design, responsive HTML5 and CSS3 themes.

**UNICEF España** — [www.unicef.es](http://www.unicef.es) and <http://tienda.unicef.es> — Theming and information architecture design for corporative site and ecommerce shop, collaborating with a partner software development company, managing complex theming development including custom code.

**Spanish Official Vaccine Advisory Committee** — <http://www.vacunasaep.org> — Full website development from scratch, including specific interactions and user journeys for professional and private user personas, graphic design and HTML/CSS implementation.

**Spanish Association of Pediatrics** — <http://www.aeped.es> — Graphic design from scratch, cross-browser themes, client communication.

**Andalusian Regional Government** — Drupal course teacher for Instituto Andaluz de Administración Pública.

**United Nations** — <http://www.sinexcusas2015.org> — Rapid theming and continuing development of website that was started by a different company, client communication and custom development.

**Enlatino online newspaper** — <http://www.enlatino.com> — Rapid newspaper theming, including three full redesigns, blogs section, image and photo galleries, complex frontpage news layouts and specific theming per section in a cross-browser theme.

**More than 30 different projects** from Drupal 4.7 to Drupal 7 — theming, content types, module development, ecommerce websites, customizing external themes.

**FREELANCE WEB DEVELOPER**, modifying and creating from scratch some handmade websites and working with different CMS — Wordpress, Joomla, Drupal. *2005 to 2007*

**HUMISERVI CLIMATIZACIÓN Y CONTROL, S.A.**, Main role of User Interface designer in a C++ SCADA system for house and industry automation project, developing a fully programmable GUI.

**UNIÓN GRAFIJEREZ ARTES GRÁFICAS**, Two-month internship in a printing house, working as graphic and layout designer.

## EDUCATION

**Computer Science BsC**, Spanish pre-Bologna equivalent, ITIG. University of Cadiz (Spain) — *2004/2011*

**Highest grade for Final Year Thesis** — <http://dominous.forja.rediris.es> — Multiplatform dominoes game developed with Python and using Expert Systems for its Artificial Intelligence.

## OTHER

### COURSES, CONGRESS AND SEMINARS

Kevin Werbach **Gamification course** with 94.65% completion grade — University of Pennsylvania.

**Material Fest**, Android development event, *2014*

**UXSpain** — User Experience conference, *Granada 2014*

**BBC Developer Conference** Big Data (SQL & NoSQL) *2012*.

Different **Drupal** congress — *Drupalcamp Barcelona 2007, Sevilla 2011, Manchester 2013*.

I, II, III, IV **Free Libre Software conference** of University of Cadiz. *2004, 2005, 2006 and 2009*.

Social network and blogging congress EBE *2009, 2011*

Intellectual Property, Free Libre Software and University, University of Cadiz *2006*.

Secure software development seminar. E-Business, Social Science and Communication Technologies and Jerez Business School, *2006*.

## **ADDITIONAL INFORMATION**

Collaboration with **NGO Mustard Tree**, helping with their website content and design updates.

Member of the Evaluation Committee of **CUSL 2014**, Spanish University Open Source Contest.

**First Prize** in atrÉBT! Entrepreneur University Contest.

**Paper author and workshop** about “Editing digital audio with Audacity” in Free Libre Software conference of University of Cadiz. ISBN13: 978-84-9828-055-5

Active collaboration in **Xinug Computer Association**, organizing activities, seminars and LAN Parties, working in logistics, visual branding design. competition judge and graphic design contest organizer.

**Visual branding graphic designer** for Free Libre Open Source Systems International conference.

Cover and back design for “Eres Dulce” diabetes self-help book.