

Martin Caneda

UX/UI Designer

📍 Berlin, Germany

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Summary

Versatile UX/UI designer seamlessly integrating a background in Industrial Product Design to deliver distinctive user-centric solutions. A strong advocate for collaborative methodologies, particularly in cross-functional settings. Proficient in an array of design tools, including Figma, Adobe Illustrator, Photoshop, Indesign, and Firefly. A design thinking process expert, committed to achieving holistic and impactful outcomes by aligning user needs, business objectives, and technical feasibility.

Education

UX/UI Design | Ironhack Bootcamp (+400h)
May 2023 - July 2023 | Remote

Mastering Design Thinking | MIT Sloan
October 2022 - December 2022 | Remote

Bachelor of Arts in Product Design
ELISAVA School of Design and Engineering
2002 - 2007 | Barcelona

Skills

Design Thinking • Agile Methodology • User Research • Journey Mapping • Information Architecture • Service Design • Interaction Design • Visual Design • Design Systems • Problem Solving • Sketching • Wireframing • Prototyping • Usability Testing • Accessibility

Tools

Figma • Protopie • Adobe Firefly • Illustrator • Indesign • Photoshop • Miro • Rhinoceros 3D • Keyshot • Chatgpt

Languages

Spanish: native speaker

English: full professional proficiency

German: C1 professional working proficiency

Italian: full professional proficiency

Awards

IF AWARD 2021 • SILVER DELTA AWARD 2020
• EUROPA DESIGN AWARD 2016 • DELTA AWARD 2013

UX/UI Projects

Neoke | Digital identity solutions

- Enhanced UX through AR form-filling navigation integration, elevating the app's unique selling proposition.
- Iterated UI with design principles, optimizing navigation and functionality.

Work Experience

Freelance Product Designer | Martin Caneda Studio

Since June 2013

- Crafted market-ready designs for major European brands, earning international recognition with 4 prestigious design awards.
- Specialized in UX/UI for user-centric digital solutions.

Senior Product Designer | Product Management | BBG

April 2021 – August 2022

- Led In-House Design for Domestic Appliances, delivering innovation through UX research and competitive analysis.
- Collaborated with stakeholders, including overseas suppliers, aligning designs with KPIs and KORs.
- Mentored mid and junior designers, introducing the "Design Sprint" initiative for proactive collaboration.

Industrial Designer | Project Designer | Kompan Design Studio

January 2020 – April 2021

- Crafted globally tailored playground experiences, ensuring user-centricity and commercial success.
- Designed a new product generation, introducing modular solutions and enhanced content to improve user experience.
- Presented compelling product solutions, emphasizing both aesthetics and functionality to stakeholders.

Designer | Art Direction | Atala GmbH

June 2012 – August 2017

- Directed product photography and curated content for engaging visual narratives.
- Focused on creating immersive and user-centric retail environments.

Industrial Designer Escofet 1886

June 2006 – July 2012

- Led holistic product development, designing successful products in collaboration with cross-functional teams.
- Developed Design projects in collaboration with internationally renowned designers and architect.