

valentina v.

Portfolio

www.valentinav.com

LinkedIn

[@valentina-v-](#)

e-mail

hello@valentinav.com

Phone

(+49) 1520 6922259

City

Berlin, DE

Design leader with over 7 years of experience in delivering compelling visual, user-centric solutions for diverse industries.

UX Strategy

Mentoring & leadership

Collaboration

Hands-on design

Rapid prototyping

User research

Usability testing

Design systems

experience

Issuu GmbH

Senior UX Designer · Full time · 06.2022 — 09.2024*

- Fixing accessibility issues identified through user research.
- Updating the digital flipbook experience with a focus on accessibility through feature ideation, competitive analysis, prioritisation, design, and prototyping.

*Issuu got acquired and closed operations in Berlin shortly after I joined.

Airsiders GmbH

Senior UI/UX Designer · Full time · 10.2022 — 05.2024 / 09.2024 — 01.2025

- Designing end-to-end for new travel platforms that expand booking options and improve passenger experiences.
- Redefined the visual identity for Volario (Online travel agency). Defined booking flow, add-on purchases, and confirmation process.
- Established the first research processes to support meaningful iterations, **boost retention and reduce drop-offs**.
- Designed 3 internal dashboards for booking, bag, and discount management.
- Mentored in ideation, component creation, and UI handoff.

iZi Soluciones

Lead Designer · Consultant · 07.2018 — 06.2022

UX Designer · Consultant · 06.2018 — 05.2020

- Worked on the creation of a SaaS tool for tax and business management.
- First design hire, instrumental in product planning, design, and launch of various SaaS products (web/mobile app), **during this time we drove the acquisition of 900 B2B clients** and onboarded users from these companies.
- Defined user journeys, engaged with users, led ideation, and testing processes.
- Hired and led 2 junior designers in building and maintaining a design system.

Giro54 - UX Agency

UX/UI Designer · Part time · 04.2020 — 01.2022

- Worked on user research, design, prototyping, and testing for 5 agency clients.
- Mentored design and UX writer interns, guiding their collaboration on projects.

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Indómita - Creative agency

Web Designer · Consultant · 10.2017 — 01.2018

Mojix engineering

UI creative Designer · Full time · 03.2016 — 10.2017

Freelance web designer

Interaction design, Front-end, CMS · 02.2013 — 02.2016

volunteer

ADPList mentor

adplist.com · Remote · 04.2022 — now

Ladies that UX - Designer

Community · La Paz, Bolivia · 02.2020 — 02.2021

education

BA. Graphic design and visual communication

Universidad Católica Boliviana San Pablo · La Paz, Bolivia · 2008 — 2012

certifications

[Interaction Design Foundation — Journey Mapping](#) — 2022

[Design for the 21st Century with Don Norman](#) — 2022

[Masterclass: A Guide To Designer—Developer Collaboration](#) — 2022

[UX Design Masterclass](#) — 2021

[Writing for Web and Mobile](#) — 2020

[UX: The ultimate guide to usability and UX](#) — 2020

[UX Fundamentals](#) — 2017

languages

English (Professional proficiency) **Spanish** (Native) **German** (Elementary)