

# RICARDO MENDI SERRANO

SENIOR ART DIRECTOR - UX/UI VISUAL DESIGNER

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## Work experience

2018

### UX / UI VISUAL DESIGNER EVERIS SPAIN - Madrid

*Since February 2017 as User Experience and Interactive Designer for ASISA health insurance*

Creation and simplification of flows of interaction, using criteria of usability. In this way the users are given feedback according to their actions.

Update and creation of look and feel for different online platforms as computers, mobile and tablets.

Design supervision as well as processes checking giving support to a team of eight developers.

2016  
2015

### UX DESIGNER - SENIOR ART DIRECTOR COLLEGE OF CONTEMPORARY HEALTH - London

Creative design, offline ads, online banners and landing pages. Promotional merchandisign.

Infographies, UX design, video edition and social media (Instagram).

2014  
2010

### BRAND MANAGER / MARKETING SPECIALIST / SENIOR ART DIRECTOR ESPUBLICO - Zaragoza

Creative design, branding guidelines and style governance.

Creation of mobile web applications, copywritings and online campaigns and copywriting.

Liaison with external stakeholders: actors, product developers, media, print and showroom managers.

2009  
2008

### SENIOR ART DIRECTOR / GRAPHIC DESIGNER DIARIO PUBLICO - Madrid

Newspaper graphic design and art direction: ads, covers, back covers and illustrations.

2008  
2006

### ART DIRECTOR / DESIGNER RUIZ NICOLI LINEAS / D6 / NEMO - Madrid

Creativity and graphic development for brands such as : *3M, Digital+, Carrefour Financial Service, Mapfre Health, Springfield, Ballantines and Imperial Tobacco*



## Academic Training

*Currently - from 2016*

### COMUNICATION DEGREE

University Oberta from Catalunya

*September to December 2009*

### BRANDING & COPYWRITING

School of Visual Arts. New York

*January to December 2007*

### BRANDING : Architecture, management & design

Istituto Europeo di Design. Madrid



## Skills

ADOBE SUITE	★★★★★
SKETCH + ZEPLIN	★★★★☆
AFTER EFFECTS	★★★★☆
HTML	★★★★☆
SOCIAL MEDIA	★★★★☆
ENGLISH FCE B2	★★★★★
ANALYSIS / STRATEGY	★★★★☆
TEAM MANAGEMENT	★★★★☆



## Awards

### SND 28th edition.

Best International Award of Excellence  
Categoría Magazines Cover Design  
EME Magazine Covers

### ÑH05

Publico Newspaper  
Best Design Award. 2009



## Hobbies

YOGA, TRAVELS, TREKKING,  
CROSSFIT, MOVIES, ILLUSTRATION,  
TEACHING SPANISH...