

**CRISTINA DUEÑAS**

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UX/UI Designer

# CRISTINA DUEÑAS

UX/UI designer

## / education

Degree in Economics and Business  
UNIVERSIDAD COMPLUTENSE DE MADRID

Master in Graphic Design  
AGENCIA - ESCUELA PUNTAFINA

Professional Course on Copywriting  
AULA CREATIVA

Master: Web Design & Multimedia Animation  
CICE - ESCUELA PROF. DE NUEVAS TECNOLOGÍAS

Professional courses on UX/UI  
Web Accesibility and Best Practices, Figma, Sketch,  
UX Audit , Information Architecture

## / languages

Spanish	Native
English	Proficiency
German	Advanced
French	Upper Intermediate

## / software

UX/UI	Sketch · Figma · InVision · XD
Web Dev.	HTML · CSS · JS · WP
Graphic	Illustrator · Photoshop
Animation	After Effects

## / contact

E-mail	crisduenas@hotmail.es
Location	Las Rozas, Madrid (Spain)

## / about

I am a **UX/UI Designer** with over **6 years** of experience, who has collaborated with **cross-functional teams** to launch products in various fields, such as insurance, job portals, human resources, telecommunications, public administration and energy.

In addition to a strong foundation in **graphic design**, I have a diverse set of skills in **marketing, video editing, writing** and fluency in **English and German**.

## / experience

2018 - today • **UX / UI Design** • **SOFTTEK** for:  
**MINISTRY OF JUSTICE (MJU)**

- **Mobile & desktop applications:** Design and prototyping for legal digital products.
- **Logotypes and iconography:** Design of official logotypes and icons for public organizations and applications.
- **Accessibility auditing:** Analysing of WCAG compliance in MJU's websites and proposal of solutions.

### INDITEX

- **Internal HR platform** Research, design and prototyping.
- **InditexCareers:** Heuristic analysis, benchmarking and prototyping for redesign proposal to existing platform.

### BANCO SANTANDER - INSURANCE SPAIN

- **New insurance products:** Online hiring processes for different types of insurance.
- **Internal applications:** Research, design and prototyping adapted to the corporate design system

### BANCO SANTANDER - PAGO NXT

**Prototyping** for *www.developer.santander.com* and *Superdigital developers*.

### BANCO SANTANDER - UNIVERSIAJOBS

**Universia's job portal:** Improvements in design and usability of *www.universiajobs.net*.

2016 • **UI Design | Branding** • **NEO MANAGING MOBILITY**

- **WP new corporate website** and other product landpages.
- **Mobile application** for Gas Natural and other clients.
- **Digital marketing** & branding.

2014 • **Marketing | Branding** • **AYSCOM**

- **Mobile applications:** digital and print marketing design.
- **Trade fairs:** Brochures and stands.
- **Website** updating and publication of content for social media.
- **Magazines:** Content for newsletters and advertisements.

2005 • **Art Direction | Creativity | Copywriting** • **QUUM** for:  
**ENDESA · TELEFÓNICA · CASER SEGUROS · BBVA · BANCO SANTANDER · BBVA · REPSOL**

- **Visual concept** design.
- **Direct marketing**, copywriting and final artwork.



INDITEXCAREERS

## JOB PORTAL

/ redesign  
/ new features

### / problem

The website **Inditex Careers (IC)** needs to ensure **massive registrations** in multiple openings in shopping centers is facing **increasing competition** and has **fewer features than other** portals.

### / goal

**Redesigning** IC to make it the **go-to portal** in the fashion industry by offering a **high-quality, user-friendly experience** for job seekers and effectively communicating the **unique value** of working for the company.

### / role

My role was: **UX researcher and designer.**

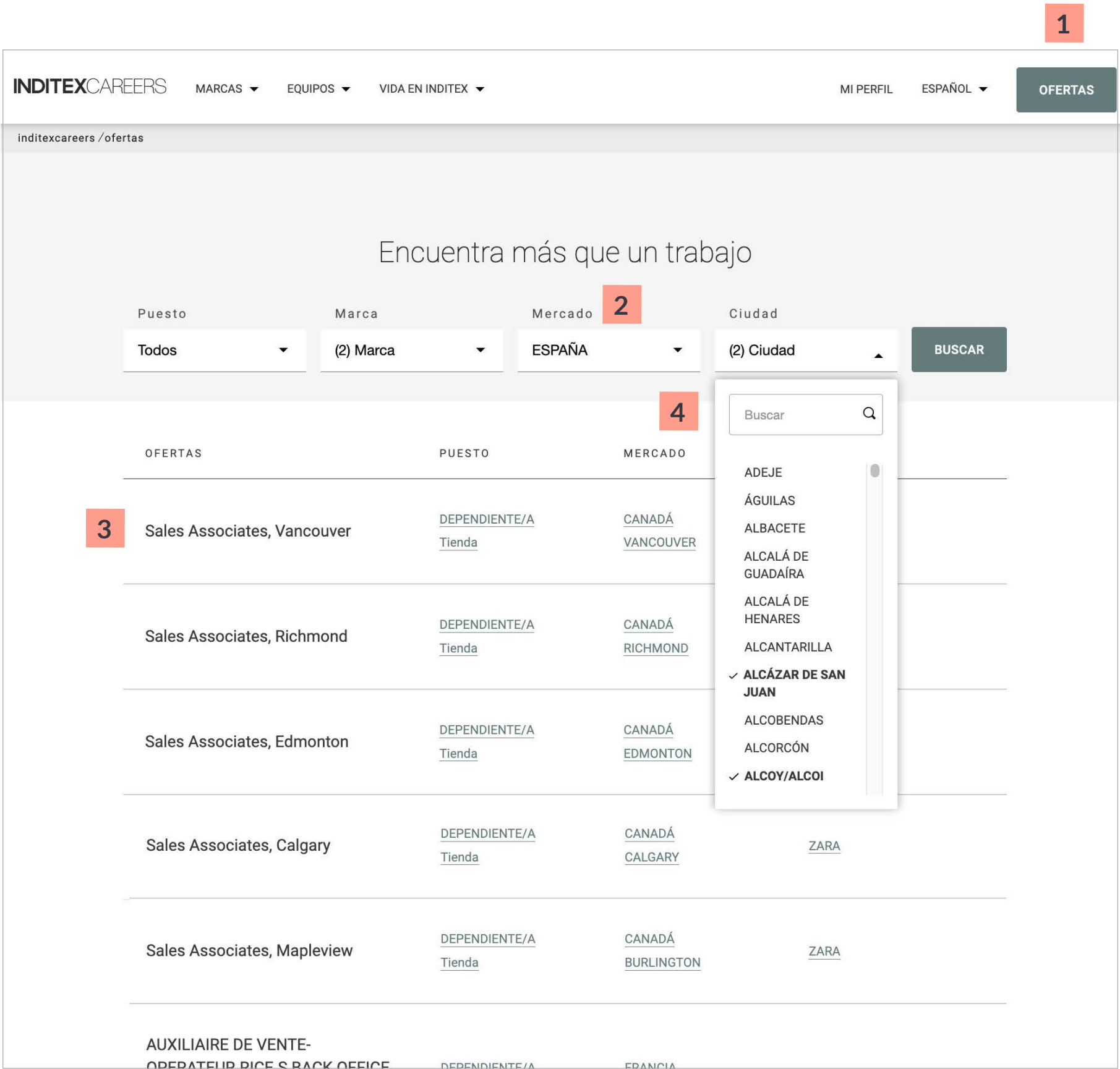
OFFERS PAGE

/ heuristic analysis

Several **issues** were identified related to:

- Navigation.
- Content.
- Functionality.
- Visual design.

The following, for example, were located on the **offers page**, the initial page to apply for a job, the **main goal** of IC job portal.



**1** PROBLEM: The CTA “Ofertas” **disrupts the visual hierarchy**, as the primary action is the 'Search' button.

SOLUTION: Apply the 'current page' style to the 'Ofertas' button.

**2** PROBLEM: The label term “Mercado” is **system-oriented**.

SOLUTION: Change “Mercado” to “Zona/País”.

**3** PROBLEM: The elements of each offer are not properly hierarchically organize and the links to each *offer details page* look **non-clickable**.

SOLUTION: Redesign the elements of each offer and show the names of the offers as interactive ele-

**4** PROBLEM: Drop-list elements must be deselected one by one, which is very **inconvenient**, especially in the city field where there are many cities.

SOLUTION: Add the "clear filters" action.

# / redesign & prototyping

BEFORE

Encuentra más que un trabajo

Puesto

TODOS

Marca

TODAS

País/Zona

TODOS

Ciudad

TODOS

BUSCAR

OFERTAS	PUESTO	MERCADO	MARCA
AUXILIAIRE DE VENTE & OPERATEURS.TRICES BACK OFFICE - ZARA LORIENT	<a href="#">DEPENDIENTE/A Tienda</a>	<a href="#">FRANCIA LORIENT</a>	<a href="#">ZARA</a>
MASSIMO DUTTI DUNDRUM SALES ASSISTANTS, FULL AND PART TIME	<a href="#">DEPENDIENTE/A Tienda</a>	<a href="#">IRLANDA DUBLIN</a>	<a href="#">MASSIMO DUTTI</a>
AUXILIAIRE DE VENTE & OPERATEURS.TRICES BACK OFFICE - ZARA BLAGNAC	<a href="#">DEPENDIENTE/A Tienda</a>	<a href="#">FRANCIA BLAGNAC</a>	<a href="#">ZARA</a>

AFTER

Encuentra más que un trabajo

Puesto

TODOS

Marca

TODAS

País/Zona

TODOS

Ciudad

TODOS

BUSCAR

X BORRAR FILTROS

ZARA

PRODUCTO | COMPRADOR

Compras Zara Kids

Arteixo, España

OYSHO

TIENDA | DEPENDIENTE/A

Dependientes / Dependientas en Menorca

Mahón, España

PULL&BEAR

TIENDA | MOZO

Operational Manager

Meco, España

ZARA HOME

PRODUCTO | TÉCNICO DE ATENCIÓN AL CLIENTE

Técnico de atención al cliente

Alcorcón, España

Massimo Dutti

TIENDA | ESCAPARATISMO/VISUAL MERCHANDISING

Fashion Visual Merchandiser (m/f/d)

Arteixo, España

STRADIVARIUS

TIENDA | MOZO

Operational Manager, Osawa

Arteixo, España



A **friendlier and more appealing offers list** will communicate more effectively the **unique value and benefits** of working for the company.



All the **issues** detailed on the previous page were **solved**.

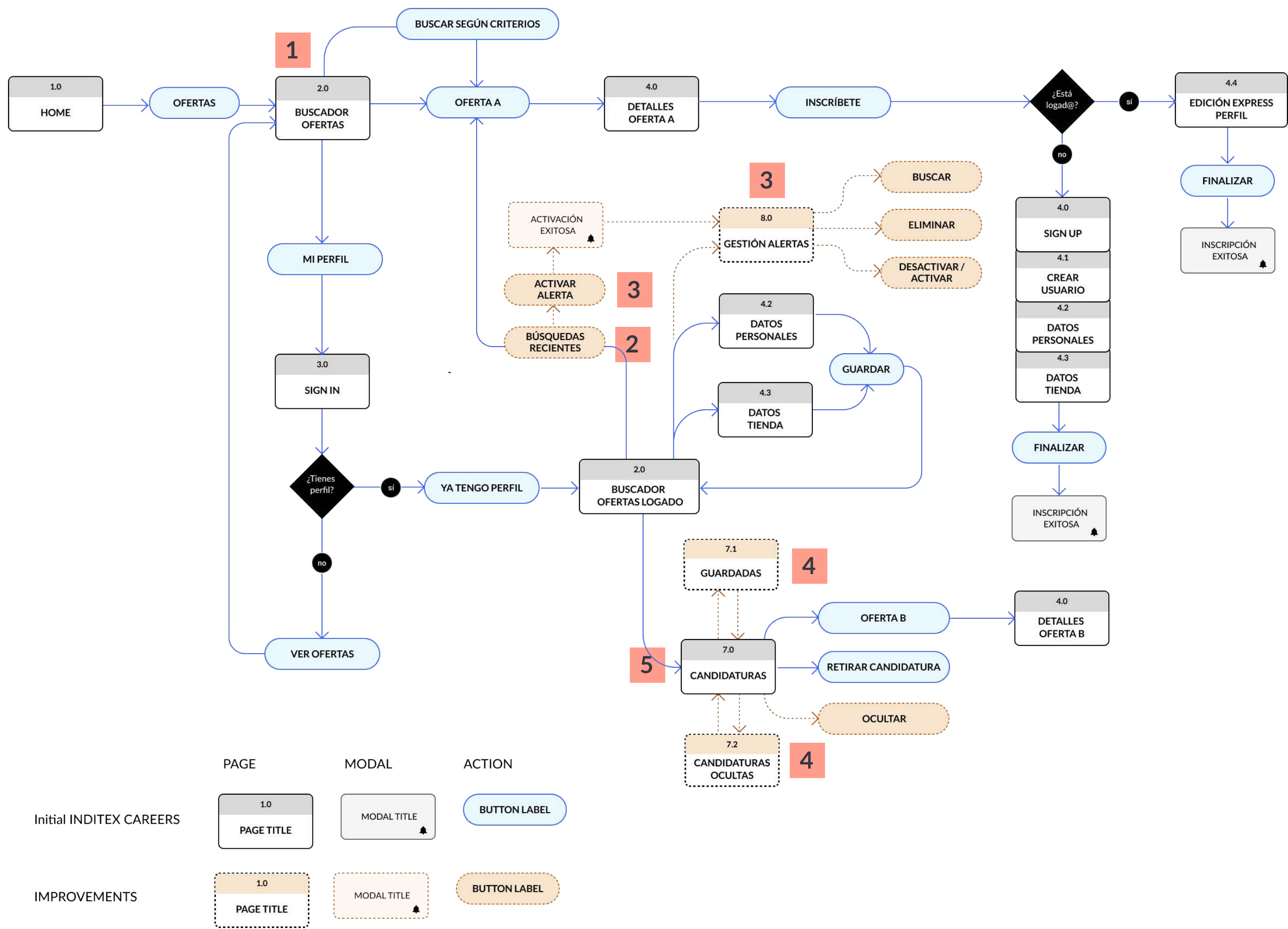


TASK: JOB APPLICATION

/ user flow  
+ 5 improvements

As a result of the **heuristic analysis**, a **benchmarking** and the **analysis of user flows**, I decided to add 5 new features:

- 1 A friendlier **offer list** and search.
- 2 Automatic **search saving**.
- 3 **Job alerts** activation and management.
- 4 **Saved applications** management.
- 5 Improving the **tracking of applications**.

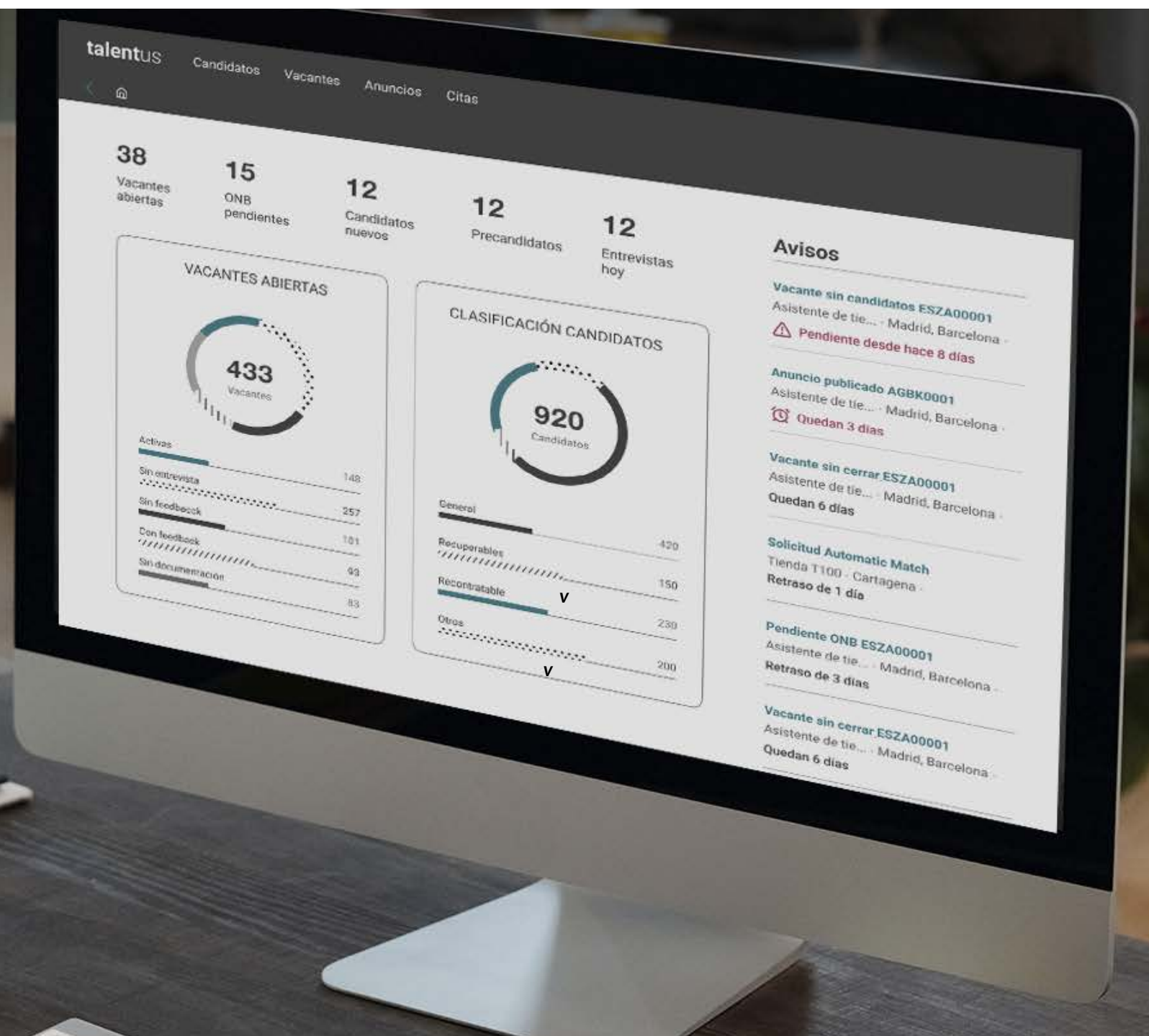


	PAGE	MODAL	ACTION
Initial INDITEX CAREERS	<div><div>1.0</div><div>PAGE TITLE</div></div>	<div><div>MODAL TITLE</div><div></div></div>	<div>BUTTON LABEL</div>
IMPROVEMENTS	<div><div>1.0</div><div>PAGE TITLE</div></div>	<div><div>MODAL TITLE</div><div></div></div>	<div>BUTTON LABEL</div>

talentus

## INDITEX HR TOOL

/ conceptualization  
/ design



## / challenge

**Inditex** has a Human Resources tool that is becoming **obsolete** and don't satisfy the needs of its user because it is very **slow and uncomfortable** to work with.

## / goal

Offer **Inditex** a **new tool** that meets the current needs of users and makes it **easier** for them to plan their **daily tasks**.

## / role

My role was: **UX researcher and UI designer**.



# / naming & designing

★ I created the name **Talentus** combining the words **talent + us** which conveys a sense of **unity and teamwork**, and the **Latin-sounding roots** of the word add an element of **sophistication and power**, like other names such as *Laurus* or *Invictus*.

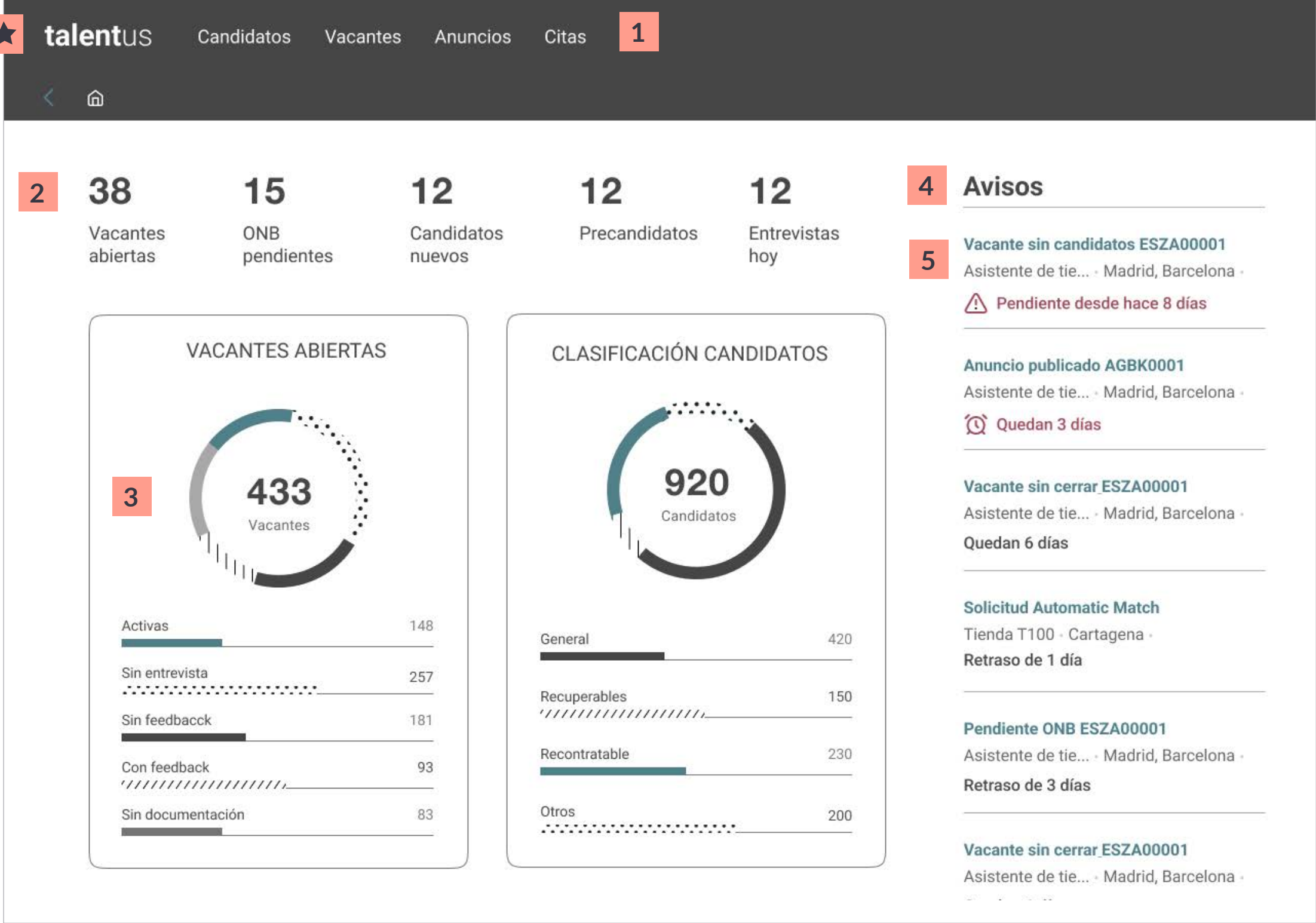
1 Minimalist navigation menu that **allows for growth** with additional elements in the future.

2 Counters for key indicators to help **prioritize daily tasks**.

3 Each sector is **distinguishable regardless of color by using patterns** that ensure accessibility of the information.

4 List of notices **ordered by urgency**.

5 The use of icons and the **red color** - sparingly to **avoid overwhelming** - can **hierarchy** and make important information more **accessible**.





## CANDIDATE PROFILE

# / design & prototyping

- 1 **Accesible** current page **highlighting**: color + bold style.
- 2 Including labels to non-universal icons **avoid having to remember** the assigned meaning on this platform.
- 3 Highlighted tags for key concepts to **facilitate scanning** of information.
- 4 Incorporation of a **right-column** that condenses information previously located at the bottom, now **avoiding the need for scrolling**.
- 5 Option to view the page in the old tool, in order to **overcome resistance to using** the new one, by maintaining a link to what is already known.

The screenshot shows the TalentUS interface for a candidate profile. The top navigation bar includes 'talentUS', 'Candidatos', 'Vacantes', 'Anuncios', and 'Citas'. The breadcrumb trail is 'Candidatos / Detalle'. The main action bar contains icons for 'Asignar a vacante', 'Invitar a una cita', 'Enviar CV por email', 'Evaluar', 'Enviar mensaje', and 'Descargar CV'. The candidate's name is 'Marta Gutiérrez Aguilar', with contact information 'martagutiaguilar@gmail.com' and '666 777 888'. Her location is 'España / Castilla y León / Segovia / Segovia' and she is '22 años' old. A 'Progreso CV' bar shows '40%'. The 'TURNOS DISPONIBLES' section shows a grid for days L, M, X, J, V, S, D. The 'IDIOMAS' section lists 'Español' (Conversación: Materna) and 'Inglés' (Conversación: Bajo). The 'EXPERIENCIA IC' section lists 'GOASAN'. The 'TALENT CENTER' section lists 'Cadenas TC', 'BERSHKA, KIDDY'S CLASS', 'Disponibilidad Tc', 'TP: Completamente flexible', 'Position Tag', 'Sales Assistant, Cashier, Stockroom', and 'Observaciones: Muy optimista'. The 'EMPLEADO' section is also visible. The right sidebar shows a 'TIMELINE' and 'HISTÓRICOS' section with a list of events: 'Correo electrónico · Confirmación cita' (11/06/22), 'Correo electrónico · Nueva cita' (24/04/22), 'Correo electrónico · Cita' (14/04/22), 'Correo electrónico · Petición cv' (8/02/22), 'Correo electrónico · Cita' (8/02/22), and 'Correo electrónico · Cita' (8/02/22). A link 'Ver en NRT' is at the top right.



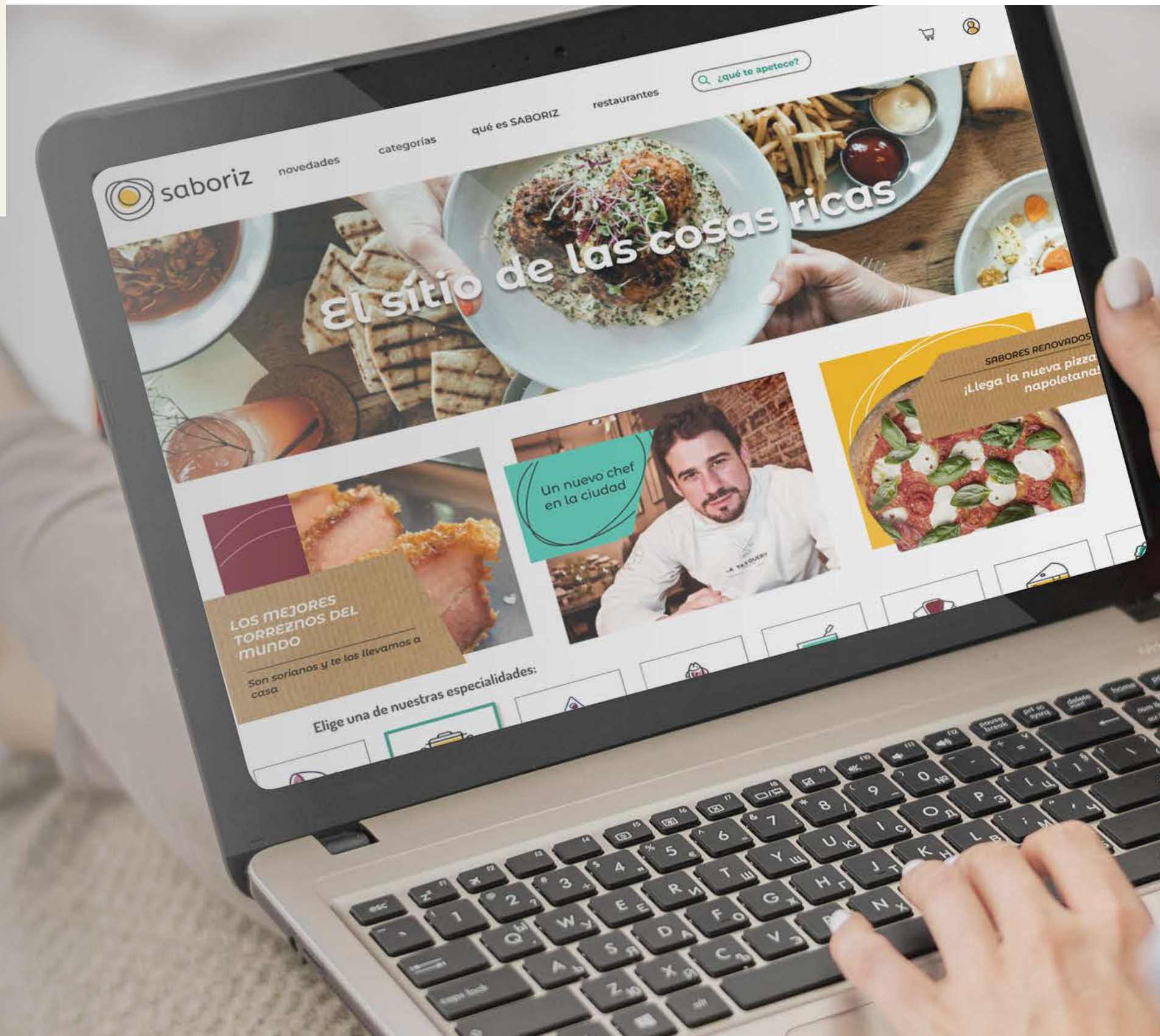


## MARKET PLACE

/ logotype

/ design system

/ ux/ui design



## / challenge

Saboriz is a nearby and gourmet food marketplace, presenting challenges in ensuring seamless user experience for diverse tastes and addressing logistical considerations such as delivery options and scheduling.

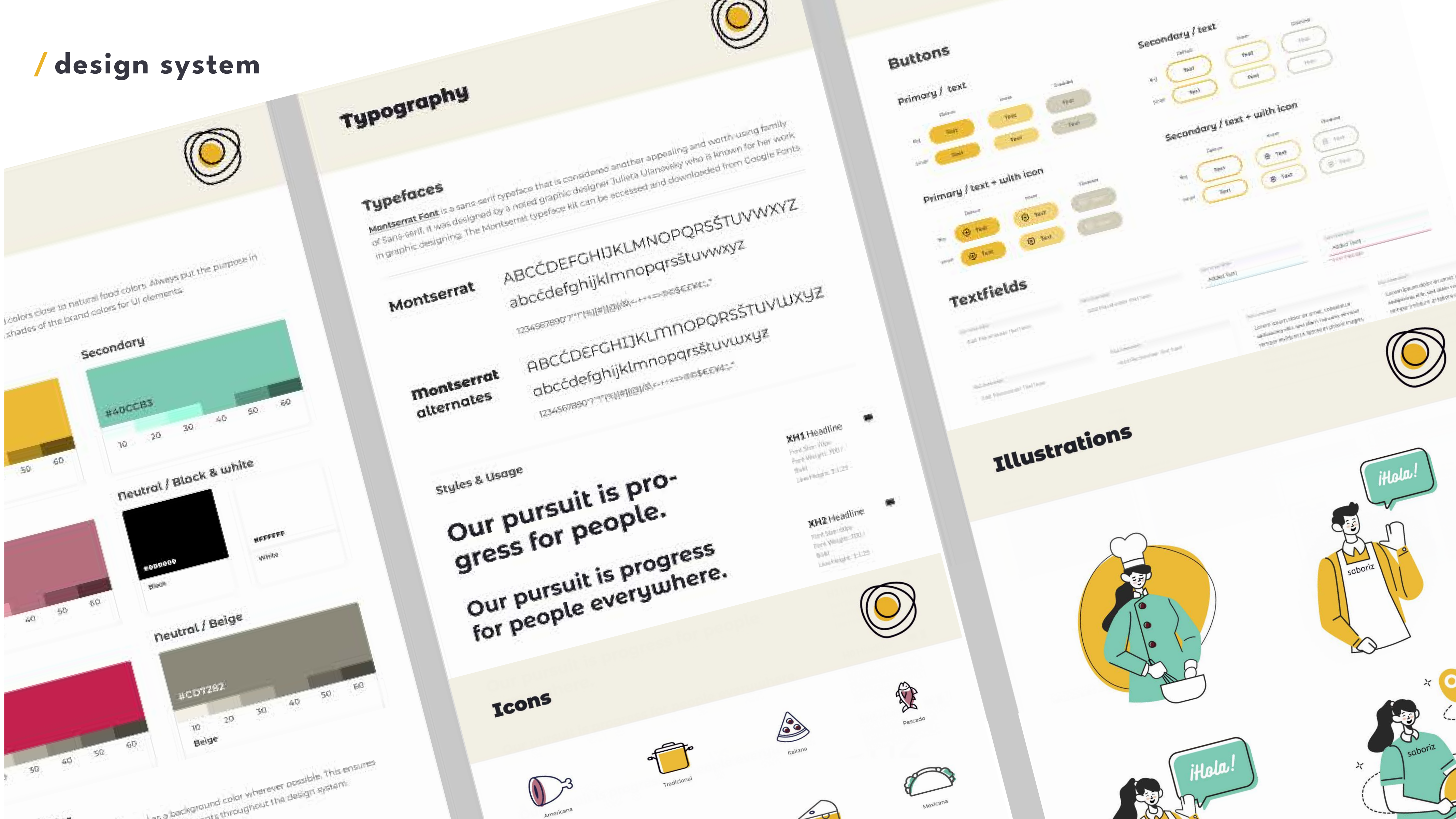
## / goals

Enhance visual allure to attract users and communicate the upscale nature of the marketplace. Prioritize mobile responsiveness and engagement to foster a thriving user community.

## / role

My role was: **UX/UI designer** and **graphic designer** - logotype, icons and customized illustrations.





# Typography

## Typefaces

Montserrat Font is a sans-serif typeface that is considered another appealing and worth using family of Sans-serif. It was designed by a noted graphic designer Julieta Ulanovsky who is known for her work in graphic designing. The Montserrat typeface kit can be accessed and downloaded from Google Fonts

### Montserrat

ABCCDEFGHIJKLMNOPQRSTUVWXYZ  
abccdefghijklmnopqrstuvwxyz

### Montserrat alternates

ABCCDEFGHIJKLMNOPQRSTUVWXYZ  
abccdefghijklmnopqrstuvwxyz

## Styles & Usage

Our pursuit is progress for people.  
Our pursuit is progress for people everywhere.

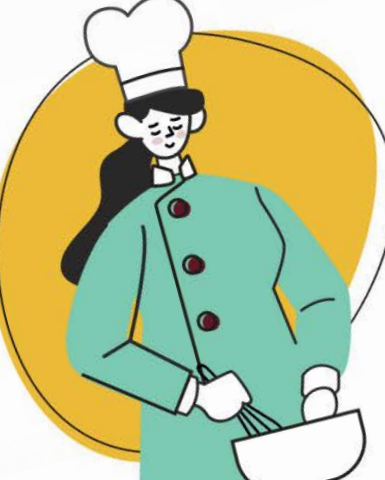
## Icons



Pescado



Mexicana

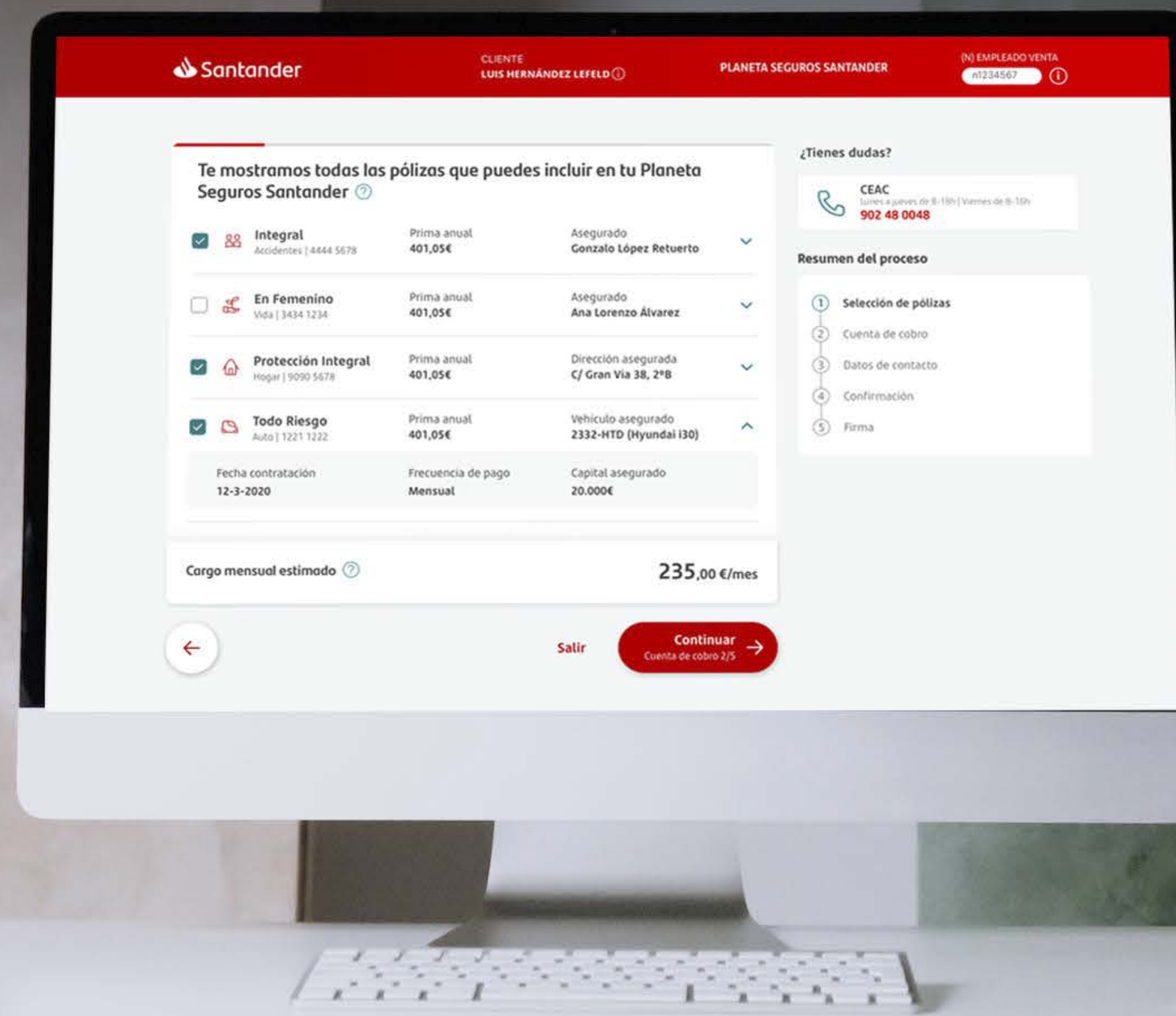






- PLANETA SEGURO
- RESPONSABIL. CIVIL
- COLECTIVOS
- SEG. DE CRÉDITOS
- GEST. DE SOLICITUDES

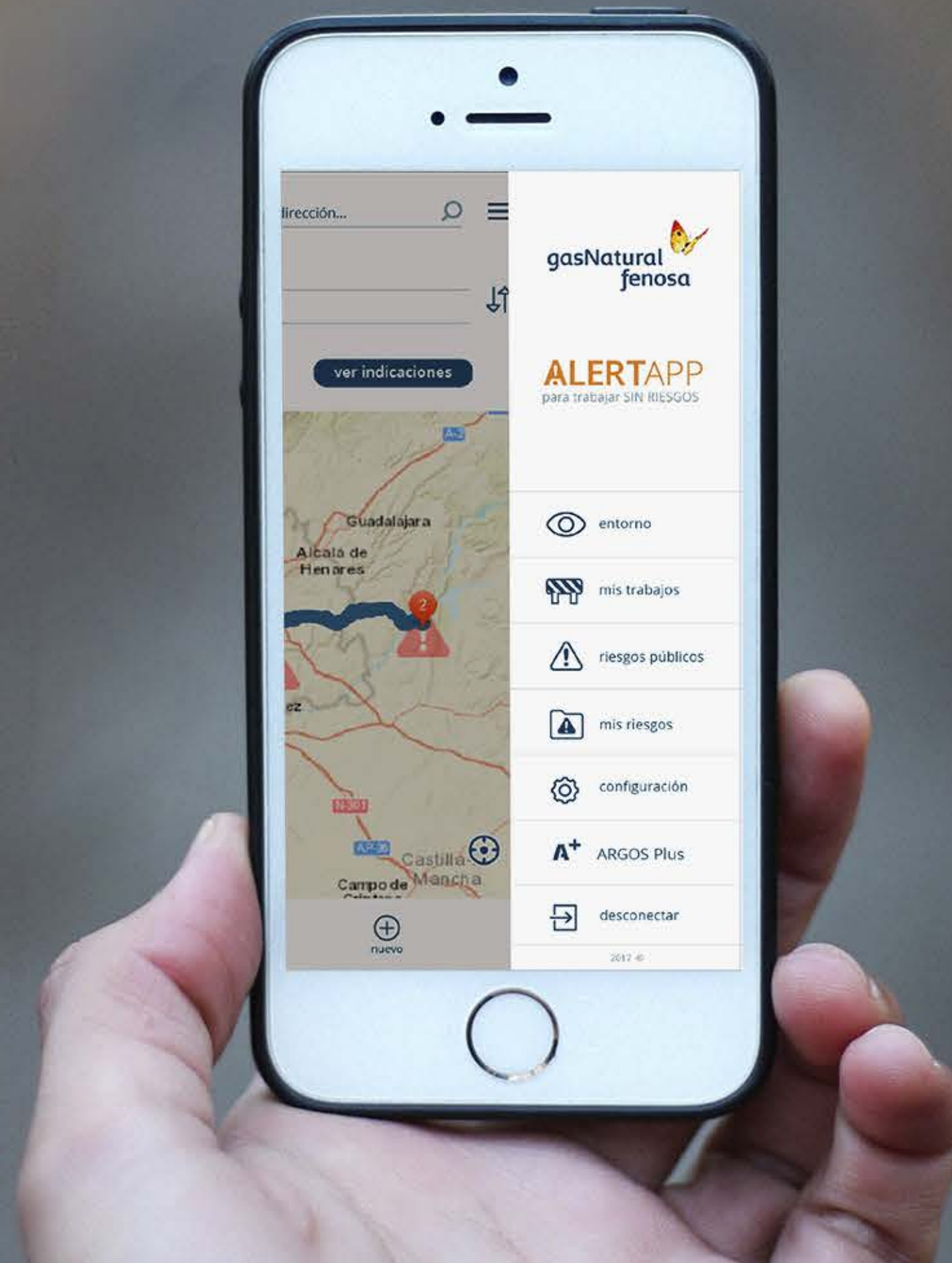
/ DS implementation  
/ prototype





## ALERTAPP

/ visual design  
/ prototyping

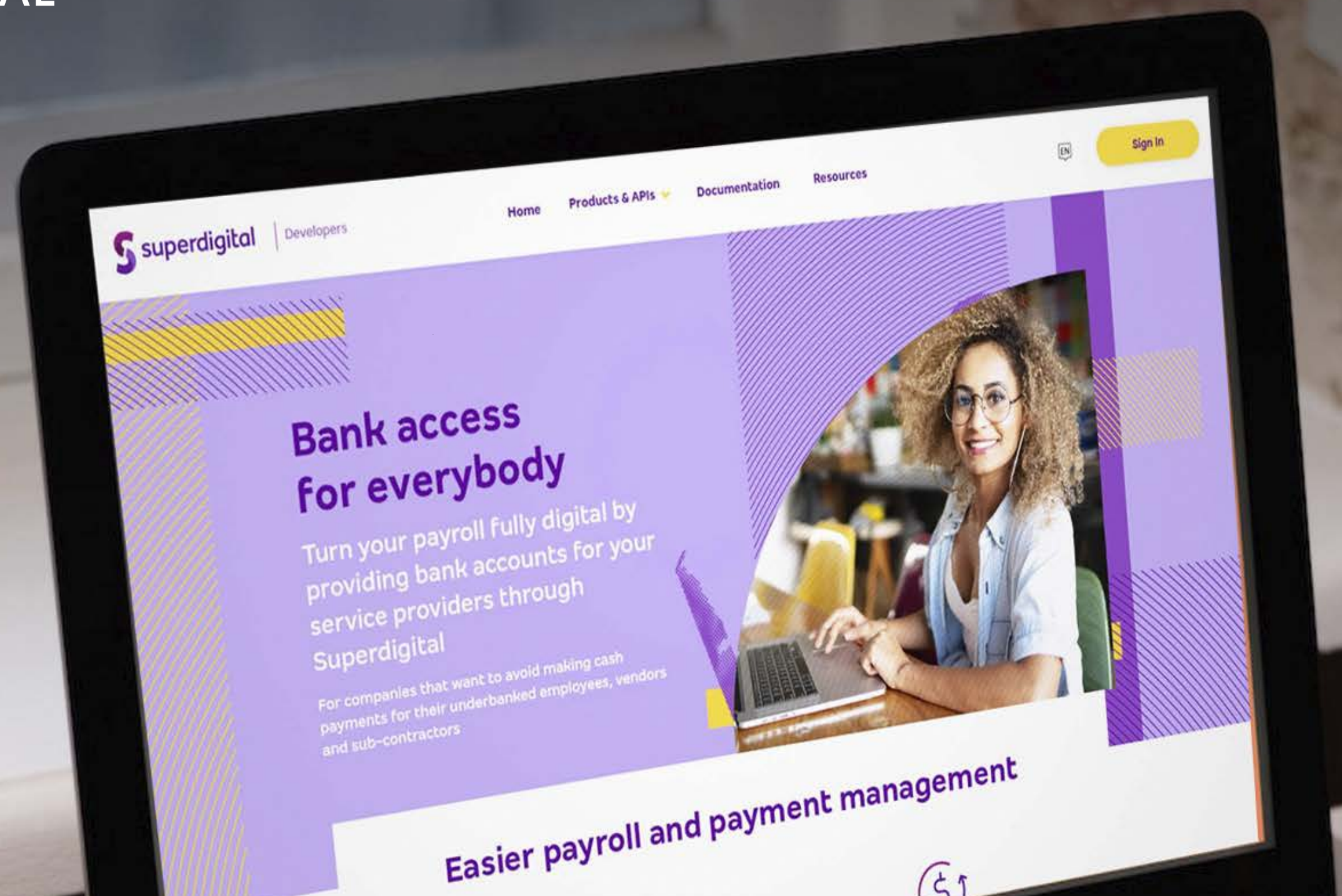
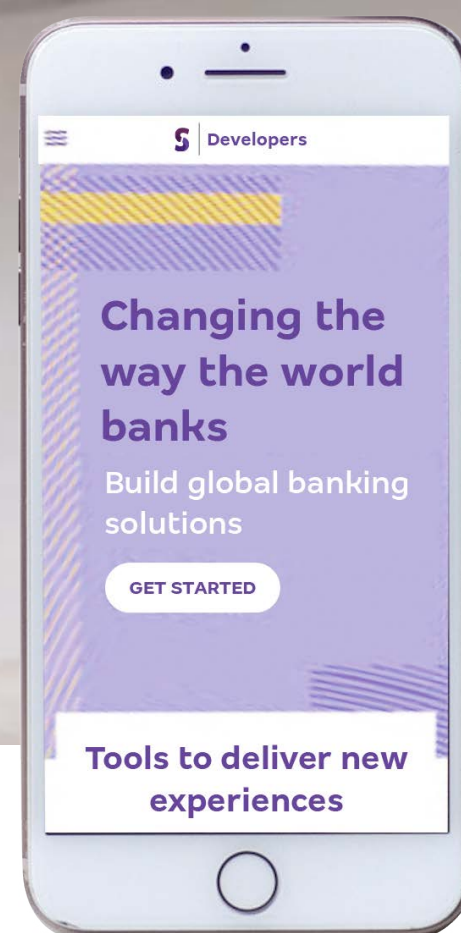






# DEVELOPERS PORTAL

- / *new design system*
- / *redesign*





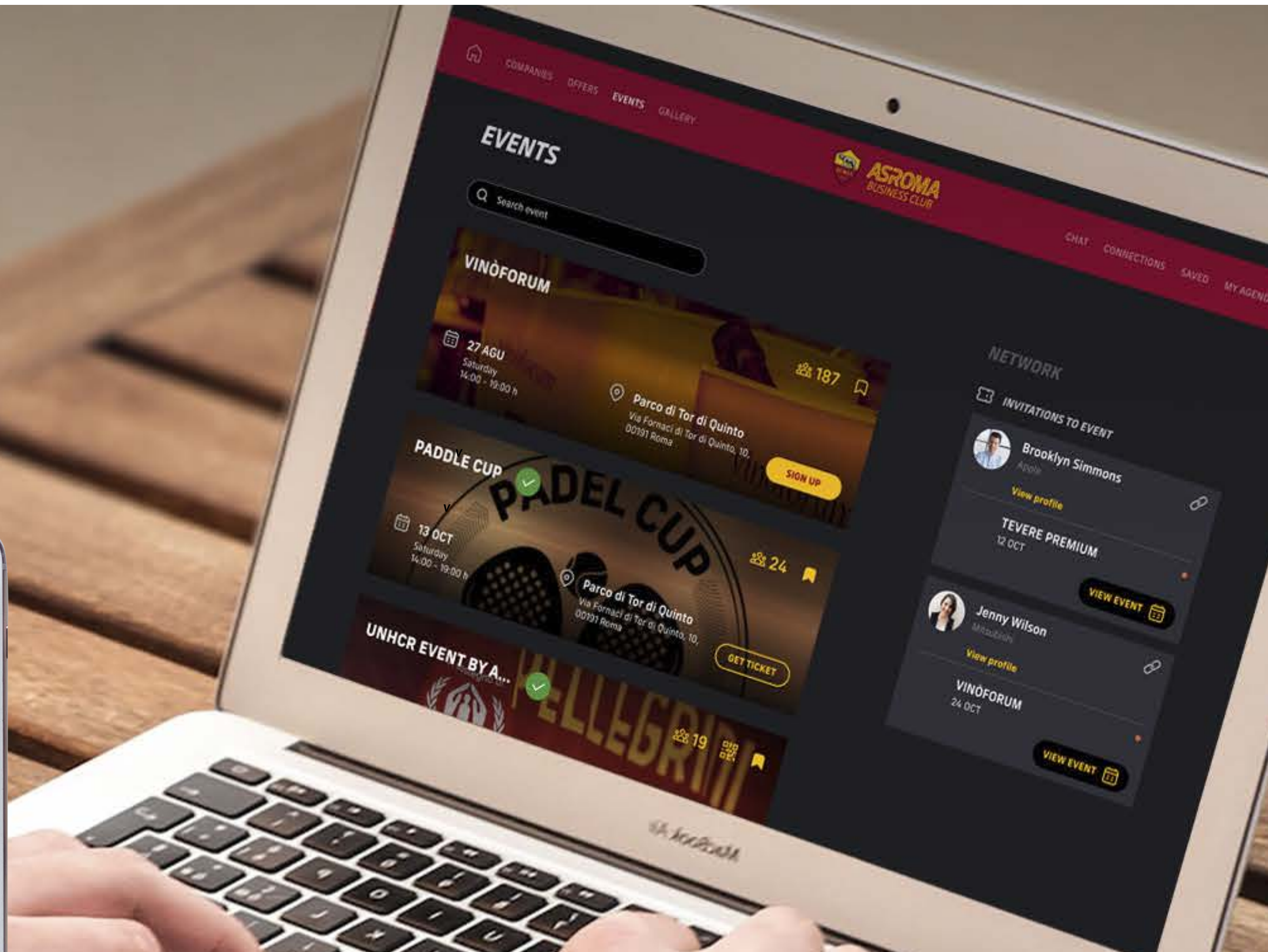
ASROMA

## BUSINESS CLUB

/ redesign

/ prototype

/ new features





neo

## CORPORATE WEBSITE

/ design system

/ prototype

/ UX+copywriting







**Thank you!**