

# ALEJANDRO ESPLA

Senior UX UI Designer | Full Stack

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## PROFILE

UX/UI professional with 7 years of experience designing user-centered digital interfaces, combining design with front-end development (JavaScript, HTML, CSS). Skilled in Full-Stack development with Python, Flask, React, SQL, and RESTful APIs to deliver end-to-end solutions that integrate design and functionality, enhancing outcomes and client satisfaction.

## WORK EXPERIENCE

### M Lead Product Designer

Mars

2024 - 2025 Remote

- Led UX/UI for unifying over 80 Mars Petcare brands under SSO and consent capture.
- Designed a user-centered experience from scratch.
- Collaborated with legal and marketing to ensure compliance and brand consistency.
- Oversaw processes and provided continuous feedback to development and QA.
- Contributed to front-end development using HTML, CSS, React, TypeScript, and JavaScript.

### Z Lead UX UI Designer

Zurich Insurance

2022 - 2024 Remote

- Led end-to-end design process, prioritizing users and best practices.
- Participated in user testing and validation to ensure effective solutions.
- Design system and documentation of patterns and assets for development.
- Collaborated closely with developers to implement designs.

### L Senior UX UI Designer

Lansweeper

2021 - 2022 Remote

- Fully involved in desktop product design from concept to execution.
- Ideated and implemented new features to enhance UX and streamline functionality.
- Redesigned and established a cohesive, consistent, and scalable design system.
- Collaborated with product managers and developers to achieve usable solutions.
- Conducted user research and documented findings to inform design decisions.

### T UX UI Designer

Thales Group

2020 - 2021 Alicante

- Designed cybersecurity products and dashboards with a technical focus.
- Conducted user research to inform design decisions.
- Collaborated closely with engineering teams to optimize functionality.
- Developed front-end web interfaces using HTML and CSS.

### g UX UI Designer

GMV

2018 - 2020 Valencia

- Conducted research, prototyping, and redesigns to optimize user experience.
- Improved client processes with integrated technological solutions.
- Supported front-end development (HTML, CSS, JavaScript), bridging design and dev.

## PROJECTS

### Full-Stack Developer

2025 Remote

- Front-end development using JavaScript, TypeScript, HTML, and CSS
- Back-end development with Python (Flask) and JavaScript (Node.js).
- Utilized frameworks such as React and Bootstrap.
- Managed SQL databases (MySQL and PostgreSQL).
- Connected front-end and back-end using RESTful APIs.
- Implemented authentication with JWT (JSON Web Tokens).
- Integrated third-party services including maps, payments, and email.
- Version control with Git and GitHub.

## TOOLS

### UX | UI

Interviews

Surveys

Focus Groups

Benchmark

Prototype

Research

Balsamiq

Figma

Sketch

Adobe XD

Design Systems

### Development

CSS

HTML

Bootstrap

JavaScript

React

Node.js

Flask

Python

SQL

Visual Studio Code

### Version Control

Git

GitHub

### Communication and Documentation

Teams

Sketch

Jira

Confluence

## METHODOLOGIES

Design Thinking

Double Diamond

Scrum

Agile

Kanban

## FORMATION

### Full Stack Developer

4Geeks

2025

### Advanced Research Specialization

UX Learn

2022

### UX UI Designer

Ironhack

2018

## LANGUAGES

Spanish	Native
English	Profesional
French	Profesional