



ÀNGELA SAURET GÜETO

UX Researcher & Designer + Content Strategist

MY DNA

EMPATHY

THE 5 Ws

TEAMWORK

01 EXPERIENCE



UX RESEARCHER/DESIGNER AND CONTENT STRATEGIST

Fundación Vicki Bernadet (2017 - now), Barcelona

- Redesign of the foundation website through content audit, user research, benchmarking, SEO and content strategy and defining guidelines for the developers.
- Design and creation of the online campus based on Moodle.
- Writing and editing all the content for the foundation.
- Creation of new guidelines for the foundation identity.
- Conception and execution of awareness and fundraising campaigns (i.e. Salón Erótico de Barcelona)



UX WRITER

Opentrends (2016 - 2017), Barcelona

Clients: CaixaBank, Audi, SEAT and Generalitat de Catalunya

User research and content analysis to set the tone of digital products. Collaboration in Design Thinking workshops for the development of product and service innovations.

UX RESEARCHER/DESIGNER

Freelance (2015 - now), Washington D.C. and Barcelona

Clients: Agency Delta, Mosaik Translations and others

Working closely with clients with a strong focus on UX Research through individual interviews, benchmarking, research analysis and content strategy. Working remotely with colleagues from USA and also with Spanish companies.



VIDEO JOURNALIST

Grupo Mediapro (2006 - 2016), Washington D.C. and Barcelona

Clients: TV3, ETB, Barcelona City Council, TVE and La Sexta

Journalist for news services and communication departments carrying out research, interviews, analysis, writing, filming and editing. Covering a variety of topics for daily news in Spain and during two years in USA.

JOURNALIST

Freelance (2009-2010)

- Text editor for websites.
- Producer of a documentary for NHK (the public Japanese TV).



VIDEO JOURNALIST

Grupo Lavinia (2003 - 2011), Barcelona

Clients: Betevé and TV L'Hospitalet

Journalist for news services and online media carrying out research, interviews, writing, filming and editing. Covering daily news in Barcelona and l'Hospitalet de Llobregat.

02 EDUCATION

UX DESIGN

GENERAL ASSEMBLY (Washington, D.C.)
2015

SEO & COMMUNITY MANAGEMENT

FUNDACIÓN UNED (online)
2013-2014

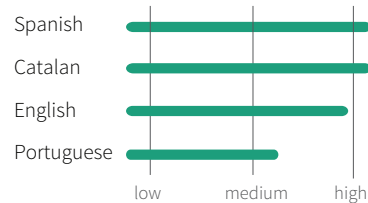
COMMUNICATION MANAGEMENT

IDECC-UPF
2012-2013

JOURNALISM

UAB
1999-2004

03 LANGUAGES



04 I DO

- Mix of quantitative and qualitative research methods
- Surveys
- Interviews
- Personas
- Business analysis and benchmark
- Design Thinking
- Problem definition
- Requirements gathering and writing
- Sketching
- Wireframes
- User flows
- Navigation design
- Content strategy

05 I USE

- Google Analytics
- Wordpress
- Sketch
- Axure
- Omnigraffle
- Invision
- Photoshop
- InDesign
- HTML (basics)
- Final Cut

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