



# ÀNGELA SAURET GÜETO

UX researcher / designer + content strategist

MY DNA

EMPATHY

THE 5 Ws

TEAMWORK

## EXPERIENCE



### UX RESEARCHER

Dorna Sports (2018 - now), Barcelona

- Synthesized and compiled findings to inform UX strategy.
- Developed test plans, test scripts, user flows, user personas,...
- Analyse quantitative and qualitative data



### UX RESEARCHER/DESIGNER + CONTENT STRATEGIST

Fundación Vicki Bernadet (2017 - 2018), Barcelona

- Redesign of the company website through content audit, user research, SEO and content strategy, and defining guidelines for the developers.
- Oversaw design 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



### 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.



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

Clients: Agency Delta, Mosaik Translation and other

- 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.



### VIDEO JOURNALIST

Grupo Lavínia (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.

## I DO



Interviews



Surveys



Analytics



Personas



Customer journey



Heuristic evaluation



Competitive analysis



IA + content strategy



Wireframe + prototype

## TOOLS

Optimal Workshop

Lookback

Typeform

Sketch

Axure

InVision

Keynote

Google Analytics

Wordpress

Hotjar

## EDUCATION



UXER SCHOOL  
2018



GENERAL ASSEMBLY (Washington, D.C.)  
2015



FUNDACIÓN UNED (online)  
2013-2014



IDEC-UPF  
2012-2013



UAB  
1999-2004

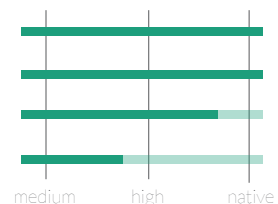
## LANGUAGES

Spanish

Catalan

English

Portuguese



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