

ÀNGELA SAURET GÜETO

UX Researcher and Product Designer

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EXPERIENCE

AXA Partners (02/2019 - to date)

UX RESEARCHER and PRODUCT DESIGNER

- Develop and implement the UX research strategy for different B2B2C and B2C products and services
- Working on the end-to-end process for digital products for different business lines as well as for internal solutions
- Facilitating workshops during the discovery and ideation phase.
- Testing and data analysis to iterate in and improve the implemented products

Dorna Sports (06/2018 - 02/2019)

UX RESEARCHER

- Data Analysis to identify opportunities to improve the user experience
- Ideate and test a new video experience for MotoGP (video player features, playlists, video categories)
- Redesign the registration flow and purchase funnel for MotoGP and WSBK

Fundación Vicki Bernadet (04/2017 - 06/2018)

UX DESIGNER + COMMUNICATION MANAGER

- Redesign of the company website through content audit, user research, SEO and content strategy, and defining guidelines for the developers
- Design of the online campus based on Moodle
- Writing and editing all the content for the foundation
- Conception and execution of awareness and fundraising campaigns

Opentrends (10/2016 - 04/2017)

UX WRITER

- User research and content analysis to set the tone of digital products
- Collaboration in Design Thinking workshops to develop products and services
- Clients: CaixaBank, Audi, SEAT and Generalitat de Catalunya

Mediapro (02/2006 - 10/2016)

VIDEO JOURNALIST

- Journalist for news services and communication departments in Spain and during two years in USA. Carrying out research, interviews, analysis, writing, filming and editing
- Clients: TV3, ETB, TVE and La Sexta

Lavinia (04/2003 - 06/2011)

VIDEO JOURNALIST

- Journalist for news services and online media. Carrying out research, interviews, writing, filming and editing
- Clients: Betevé and TV L'Hospitalet

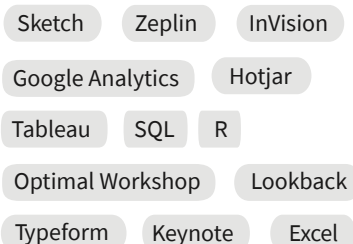
SKILLS

RESEARCH: Data Analysis • Persona • Competitive Analysis • IA • Interviews • Surveys • User Testing • Content Strategy • Facilitation

DESIGN: Strategy & Vision Presentations • User Flows • Concept Sketches • Wireframes & Mockups

SOFT SKILLS: Analytical • Positive and pro-active attitude • Flexible • Problem solving • Communication and collaborative mindset

TOOLS



EDUCATION

- **Data Literacy (SQL, R and Data Visualization)**
UOC, 2020
- **Design Sprint Masterclass**
AJ&Smart, 2019
- **Design Research Course**
UXER School, 2018
- **User Experience Design**
General Assembly, 2015
- **Communication Management**
IDC-UPF, 2012-2013
- **Journalism**
UAB, 1999-2004

LANGUAGES

