

# NO-DSGN

hello@naiaraodriozola.com

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Berlin

naiaraodriozola.com →

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## **PROFILE**

Hello I am Naiara. An award winning Digital Designer with a forward vision, designing awesome digital products for iconic brands. I've been building creative digital experiences for over 15 years crafting from websites to interactive apps and digital touchscreens. The recipe: clear and user-centered concepts mixed with on craft designs.

## **EXPERIENCE**

### **Freelance Digital Art Director & Interactive Designer**

**Dec 21 – present, Remote**

Independent freelance Digital Art Director & Interactive Designer based in Berlin. With more than 15+ years of experience creating digital experiences.

### **Senior Product Designer / Taikonauten**

**Aug 23 – Sept 24, Berlin**

I am currently working for the award winning agency Taikonauten, building user centric experiences while working with VR Bank in their 32 M users' app.

### **Freelance Senior UI Designer / Plan.Net**

**Dec 21 – Apr 23, Remote**

Visual direction and product design for BMW Test Drive and BMW Homepage. Client counterpart for design, research and prototyping at BMW Sustainability lab, and Guideline creation and development.

### **Head of UX / Think moto**

**Nov 18 – June 21, Berlin**

Head of UX, research and product design at one of the top Berlin agencies. Built branded user experiences, lead the design team and stakeholders whilst working with global brands like Audi, Tomás Saraceno, Continental, Liveperson, Miles & More and Cognigy.

### **Head of UX/UI / Luxid Media**

**Jan 17 – Jun 18, Berlin**

Leading product & UX/UI vision. Delivering a great seamless user experience across platforms and devices whilst managing a small team of designers.

### **Freelance Art director & Digital Designer / Kaleidovision**

**Mar 16 – Sep 16, London**

Art direction, concept design, UX/UI Design and branding. Responsive websites for the multi award-winning agency Kaleidovision and Fitbox Virtual, CI and corporate design.

## **AWARDS - JULY 24**

FOTD for Adrià Paituví / **The FWA.**

WOTD for Adrià Paituví / **CSS**

### **Design Awards.**

Honorable Mention for Adrià Paituví /

### **Awwwards.**

SOTD for Adrià Paituví / **CSS Winner.**

## **EDUCATION**

**Bachelor of Arts** with First Class

Honours in Digital Media Production.

**London College of Communication.**

London 2004 - 2007.

## **CERTIFICATIONS**

**Masterclass - Memorable UI**

**Design For Interactive Experiences**

by Awwwards. June 2024.

**Creative Direction by Central Saint**

**Martins.** March 2023.

**UX/UI Bootcamp by Ironhack.**

Berlin 2021.

**UX Training Online by**

**UX Training.com.** Berlin 2017.

## **SKILLS**

Art Direction

Product Vision and Design

UX/UI Design

Design Research

Interaction Design

Motion design

Wireframing

Prototyping

Branding

Design System & Guideline Design

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## **EXPERIENCE**

### **Digital Media Director / magnalister & xt:Commerce**

**Sep 11 – Dec 16, Berlin**

Head of design managing a small team of designers, developers and copywriters whilst working on brands like magnalister, xt-Commerce, and coworking Thunderbolt Collective.

### **Freelance Senior Digital Media Designer / Raumhoch**

**May 11 – jun 11, Berlin**

Redesign Concept, interaction design and screen design for RWE E-Mobility Multitouch interactive Media application with the architects at Raumhoch.

### **Freelance Senior Designer / Clarity & Wayava**

**May 09 – May 11, Barcelona**

Brandwall and Sponsor logo wall for Portuguese Fashion Week “Semana de la Moda”. Agency: Clarity. Web programming and interaction. Agency: Wayava.

### **Freelance Digital Media Designer / Ogilvy & Mather**

**Jun 08 – Dec 08, London**

Flash e-magazine concept and design for BP. Banner design for Tetra Pak, and e-mail design for BT, Travelex, My Canary Wharf and Air Products.

### **Freelance Digital Media Designer / Aquent / Karmarama / CNET / Structure**

**Sep 06 – Dec 08, London**

## **CLIENTS & AGENCIES**

### **Brands**

Adrià Paituví  
Audi  
AKA  
BMW  
BT (British Telecom)  
Continental  
Liveperson  
Miles & More  
RWE  
Tetra Pak  
Tomás Saraceno  
VR Bank

### **Agencies**

Aquent  
CNET  
Kaleidovision  
Karmarama  
Ogilvy  
Plan.Net  
RaumHoch  
Razorfish  
Structure  
Taikonauten  
think moto

## **TOOLS & TECHNOLOGIES**

Figma, Adobe XD, After Effects, Photoshop, Illustrator, InDesign, InVision, Maze, Sketch, Zeplin, Slack, Miro, Mural, Trello, Teams, Keynote, Monday, Asana, Jira.

## **OTHER SKILLS**

HTML, CSS.

## **PROCESSES**

Agile, Lean UX, Google Sprints.

## **LANGUAGES**

English / Fluent  
Spanish / Mother tongue  
German / Conversational B2  
Basque / Fluent  
Portuguese / Conversational  
French / Elementary

## **INTERESTS**

I am a lover of minimalism, Scandinavian design, Bauhaus and electronic music. I enjoy traveling, art and photography. I am always excited about designs coming to life and exploring new tools and ways to improve my design process.

## **REFERENCES**

Available on request.

## **SOCIAL MEDIA**

linkedin.com/in/naiara-odrizola  
instagram.com/naiaraodrizola  
behance.net/naiaraodrizola