

NO-DSGN

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Berlin

naiaraodrizola.com →

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 human-centric 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 for BMW, Zalando...

Senior Product Designer / Taikonauten

Aug 23 – Sept 24, Berlin

Building designed human-centric experiences and product design for the VR Banking app (32M users) with Taikonauten. Also facilitated design workshops, client reviews, user research, and expanded and maintained the VR Bank design system.

Freelance Senior UI Designer / Plan.Net

Dec 21 – Apr 23, Remote

Visual direction and product design for Test Drive for my Audi app and BMW Homepage. Client counterpart for design, user research and prototyping at BMW Sustainability lab, guideline creation and development, and expanded and maintained the Design System.

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 for B2B SaaS companies magnalister and xt-Commerce. Managed a small team of designers, developers and copywriters in the new Design Direction.

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
Zalando

TOOLS & TECHNOLOGIES

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

OTHER SKILLS

HTML, CSS.

PROCESSES

Agile, Lean UX, Google Sprints.

LANGUAGES

English / Professional C2
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