

# NO-DSGN

hello@naiaraodriozola.com

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Berlin

naiaraodriozola.com →

## PROFILE

I am Naiara, an Award winning Digital Art Director and Interactive Designer, creating awesome digital products for iconic brands. I've been building creative and immersive digital experiences for over 15 years, crafting from websites to interactive apps & 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 and working globally. Over 15 years creating digital and immersive experiences: Made Thought, Cee Cee Creative, Red Bull, Diesdas Digital, Zalando, BMW, Adria Paituvi...

### FWA Jury member · FWA

**Jan 25 – Present · Remote**

Part of the panel of judges who evaluate website submissions.

### 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.

## 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

Visual Design

Product Vision and Design

Interaction Design

Branding

UX/UI Design

Design Research

Motion design

Prototyping

Design System & Guideline Design

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## *EXPERIENCE*

### **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.

### **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 and screen design for RWE E-Mobility Multitouch app.

### **Freelance Senior Designer · Clarity**

**May 09 – May 11 · Barcelona**

Brandwall and Sponsor logo wall for Portuguese Fashion Week “Semana de la Moda”.

### **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  
BMW  
BT (British Telecom)  
Cognigy  
Continental  
Liveperson  
Miami Design District  
Miles & More  
Red Bull  
Tomás Saraceno  
VR Bank

### **Agencies & Clients**

Aquent  
Cee Cee Creative  
CNET  
FWA  
Kaleidovision  
Made Thought  
Ogilvy  
Plan.Net  
Razorfish  
Taikonauten  
think moto  
Zalando

## *TOOLS & TECHNOLOGIES*

Figma, After Effects, Chat GPT, Photoshop, Illustrator, InDesign, Adobe XD, InVision, Maze, Sketch, 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-odriozola  
instagram.com/naiaraodriozola  
behance.net/naiaraodriozola