

NO-DSGN

hello@naiaraodrizola.com

+49 176 343 621 06

Berlin

naiaraodrizola.com →

PROFILE

Hello, I am Naiara. An Award Winning Digital Art Director & Designer, creating awesome digital products for iconic brands. My work places a strong focus in creative and immersive digital experiences, and I use AI to explore new ways of crafting visual stories. The recipe: clear and human-centric concepts mixed with on craft designs.

EXPERIENCE

Freelance Digital Art Director & Interactive Designer

Dec 21 – Present · Remote

Award-winning Digital Art Director & Designer based in Berlin and working globally. Clients & Agencies: Google Pixel, Red Bull, BMW, Miami Design District, Koto, Highsnobiety, Made Thought, Zalando, Cee Cee Creative, Diesdas Digital, Celso Marrero and more.

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

Designed human-centric experiences and product design for the VR Banking app (32M users) with Taikonauten. Facilitated design workshops, client reviews, user research, user interface design, wireframing, prototyping, accessibility design, and expanded and maintained the VR Bank design system (FinTech).

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, design training, design lead, and stakeholder engagement. Clients: 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

SOTD for Celso Marrero / **CSS Winner**. Jul 26.

POTD for Celso Marrero / **Astonishing Awards**. Jul 26.

Best Innovation, UX/UI Design, Special Kudos for Celso Marrero / **CSS Design Awards**. Jul 26.

FOTD for Adrià Paituví / **The FWA**. Jul 24.

WOTD for Adrià Paituví / **CSS Design Awards**. Jul 24.

Honorable Mention for Adrià Paituví / **Awwwards**. Jul 24.

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.

DESIGN TRAINING

Master Animating UI in Figma Motion Workshop by Memorisely. Aug 2026.

AI Prototyping in Claude Design by Memorisely. Jun 2026.

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.

NO-DSGN

hello@naiaraodrizola.com

+49 176 343 621 06

Berlin

naiaraodrizola.com →

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

Google Pixel
Red Bull
Miami Design District
BMW
VR Bank
Audi
Tomás Saraceno
Miles & More
Continental
Liveperson
Cognigy

Agencies & Clients

Koto
Made Thought
Highsnobiety
Zalando
FWA
Ogilvy
Plan.Net
Razorfish
Cee Cee Creative
Diesdas Digital
Taikonauten

SKILLS

Art Direction
Interaction Design
Visual Design
AI Design
Branding
UX/UI Design
Product Design
Motion design
Prototyping
Design Systems & Guidelines

TOOLS & TECHNOLOGIES

Figma, After Effects, Claude AI,
Chat GPT, Krea, Nano Banana,
Kling, Photoshop, Illustrator,
InDesign, Keynote, Zoom, Slack,
Notion, Miro, Mural, Teams, Trello.

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.

SOCIAL MEDIA

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

References: Available on request.