

# mercè argemí

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## SUMMARY

Multidisciplinary designer with over 10 years of experience across UX/UI design, branding & visual identity, and front-end implementation. Skilled in creating intuitive and scalable digital experiences for both B2B and B2C environments, including SaaS platforms, eCommerce, and corporate websites. Adept at bridging design and development teams, leading design systems, and aligning creative work with business goals. Passionate about user-centered design, visual storytelling, and continuous innovation across digital channels.

## EDUCATION

2018 – **User-Centered Digital Product Design** | Factoría Cultural, Madrid (Spain)

2013 – 2014 – **MFA in Graphic Design Communication** | Universidad San Pablo CEU – Instituto TRACOR, Madrid (Spain)

2003 – 2009 – **Bachelor of Architecture** | Universitat Internacional de Catalunya (UIC), Barcelona (Spain)

## EXPERIENCE

2025 – Present

### **Freelance Designer | Abu Dhabi / Remote**

*Branding · Web Design & Development · UX/UI.*

- Lead end-to-end creative projects for diverse clients, from brand identity design to digital product interfaces and web development.
- Create visual identities and design systems that ensure consistency across digital and print touchpoints.
- Design and develop custom WordPress websites with a focus on responsive layouts, usability, and performance.
- Deliver UX/UI solutions for web and eCommerce projects, including prototyping and user testing.
- Manage client relationships, proposals, and project timelines while ensuring creative excellence.

2023 - 2025

### **Senior UX/UI Designer; VINCLE, Barcelona (Spain)**

*Tech company offering SFA/CRM tools to multinational clients, e.g. Danone, Chupa-Chups.*

- Redesigned commercial management software through focus groups, user testing, and prototyping (Figma) to enhance end-to-end user experience & optimize product functionality
- Defined and implemented comprehensive design system for all company software products, including the design of components, color palettes, base components, and their tokens
- Researched industry best practices to identify innovative approaches and solutions, implementing them where applicable to improve product outcomes
- Collaborated closely with front-end and back-end developers, tech leads, product owners, and the CTO to refine existing features and design new ones

### **AMETLLER ORIGEN, Barcelona (Spain)**

*Leading Catalan food retailer specializing in high-quality and sustainable products*

2021 - 2023

### **Digital Design Manager**

- Led a digital design team, overseeing a junior designer's work while supporting the Digital Strategy and eCommerce Director and Creative Director
- Designed creatives for large-scale digital marketing campaigns and deployed assets across multiple media platforms
- Defined new features for the eCommerce platform and ensured their accurate implementation by collaborating with front-end developers
- Developed marketing automation campaigns for client acquisition and retention, implementing them using platforms like Salesforce Marketing Cloud

2019 - 2021

**Digital Graphic Designer**

- Conducted a UX/UI redesign of the company's eCommerce platform using Sketch and Figma, improving user experience and aligning it with brand representation.
- Designed the UX/UI for the company's internal communication app by collaborating with the Communication team on information architecture and templates

**ATREVIA, Madrid (Spain)**

*One of the largest Spanish global communication and strategic positioning company*

2018 - 2019

**UX/UI and Web Development Manager**

- Directed a team of 2 designers while collaborating with developers and server providers to deliver approximately 10 corporate website projects annually
- Applied WordPress programming expertise to develop websites while troubleshooting technical issues to meet project deadlines
- Partnered with internal teams and clients across various industries to understand project requirements & deliver tailored solutions that balanced technical feasibility with design quality

2016 - 2018

**UX/UI and Web Developer**

- Managed around 10 corporate website projects per year, ensuring timely delivery by coordinating efforts between internal teams and external developers.
- Designed and formatted newsletters for diverse communication purposes using HTML or platforms like Mailchimp to ensure professional presentation and effective delivery
- Utilized WordPress development skills to create functional websites aligned with client expectations

2014 - 2015

**Graphic Designer; Instituto TRACOR, Madrid (Spain)**

*Educational institution providing specialized training and development programs*

- Created the visual identity of Instituto TRACOR by developing a Corporate Brand Manual that ensured consistent branding across all channels
- Designed creative assets for digital marketing campaigns such as banners and visuals for platforms like Instagram, Facebook, and LinkedIn
- Contributed to the UX/UI design of the Institute's corporate website by collaborating with developers to deliver an intuitive user experience

2009 - 2016

**Freelance Graphic Designer, Barcelona and Madrid (Spain)**

- Designed comprehensive visual identities for diverse clients such as youth associations, law firms, and pharmaceutical companies to enhance brand consistency
- Produced creative materials in various formats—including posters, brochures, and large-format graphics—tailored for exhibitions or specific client needs
- Managed client relationships by delivering customized graphic materials that met branding goals while adhering to timelines

2009 - 2012

**Architect; Argemí Ballbè Arquitectura, Barcelona (Spain)**

- Directed full project development from conceptual design through executive planning for interior renovations, single-family homes, facilities, and public spaces
- Led the graphic representation department by creating 3D models, photomontages, visual diagrams, and presentation panels to effectively communicate design concepts
- Applied spatial design principles in architectural projects while leveraging insights into user flow—skills transferable to digital UX/UI design.

**SKILLS**

**UX/UI & Prototyping:** Figma, Sketch, Axure RP, Adobe XD, InVision

**Design Systems:** Component libraries, color tokens, scalable design systems

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premiere Pro

**Web Development:** HTML5, CSS3, Bootstrap, PHP, WordPress

**Marketing Tools:** Salesforce Marketing Cloud, Mailchimp

**Analytics & SEO:** Google Analytics Certified, Search Console

**AI & ML Tools:** ChatGPT, DALL·E, Adobe Firefly, Gemini, Freepik Pikaso

**Soft Skills:** Stakeholder engagement, product thinking, cross-functional collaboration

**LANGUAGES**

**English** (Advanced), **Spanish** (Native), **Catalan** (Native)