



CAROL MORAN

DETAILS

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EDUCATION

Button School, Barcelona
Design Systems Short Course, Feb 2023

Ironhack, Barcelona
UX/UI Design Bootcamp, Apr.-Jun. 2019
Hackshow finalist

University of Newcastle-upon-Tyne
PGDip Architectural Mgmt, 2012
Bachelor of Architecture, 2007-2009
BA Architectural Studies, 2003-2006

SKILLS

User research, user flows, mind-mapping, wire-framing, prototyping, design systems, visual design, UX writing, content strategy, leadership, problem-solving, heuristic analysis

TOOLS

Figma, Jira, Confluence, Notion, Sketch, inVision, HTML5, CSS, Adobe Suite (Photoshop, InDesign), CMS (Content Management Systems), WordPress

LANGUAGES

English (native)
Spanish (advanced)

ABOUT

Hello! I am a product designer with a diverse background in architecture and editorial. I love exploring complex user problems in search of simple and engaging design solutions, and I am uniquely placed to bridge the gap between content and design. Creative, curious, adaptable, and always ready to learn.

EXPERIENCE

Product Design Lead

Kantox, Barcelona (Apr. 2020-present)

- Own and iteratively improve the UX of a complex B2B fintech platform.
- End-to-end design of the company's core product (Dynamic Hedging), from research and ideation to testing and launch.
- Advocate for and develop a design system appropriate to the scale-up context.
- Collaborate closely with a cross-functional, agile team to implement new features.
- Seek out user insights in a niche product space and sales-driven company.
- Work alongside C-level stakeholders to explore user problems and conceptualise.
- Effectively communicate designs and features to company-wide stakeholders.
- Promote UX best practices and shape Product Design at a strategic level.

UX Designer, Writer, Editor

Freelance (Aug. 2018-Mar. 2020)

Independent work on a range of UX and content projects, including:

- HR Web App to facilitate employee on-boarding
- Tablet app design for a construction tech startup
- Author of 'Barcelona & Beyond': a 400-page book published by Moon Travel

Editor-in-chief

Barcelona Metropolitan, Barcelona (Dec. 2014-Aug. 2018)

- Writing and editing content for a print and online magazine (37 monthly editions)
- Content strategy based on research (reader surveys, analytics, interviews)
- Website redesign (content audit, navigation and IA)
- Recruitment and management of editorial team (4 in-house, 20+ external)

Content Manager

Splendia.com, Barcelona (Apr. 2013-Nov. 2014)

- Content management for an online travel agency focused on the luxury market
- Copywriting for UX, marketing, social, b2b and b2c communication
- UI design (homepage, product, newsletters)

Architect

xsite architecture, Newcastle-upon-Tyne, UK (Dec. 2010-Aug. 2012)

- End-to-end design for a range of architectural projects
- Collaboration with multi-disciplinary design teams