



Discover, Design & Build

Gregorio Zafra

UX, Interaction Designer & Front-end

Throughout my professional career in the digital field, I have worked in both design (**UX / UI**) and development (**Front-End and Back-End**) environments, and I am familiar with both the design workflows (**Agile, Design Sprints**, etc.) and the development contexts (**Preprocessors, Task Runners, Version Control**, etc.).

I understand design as a continuous process aimed at improving the lives of people, and I consider technology as a fundamental component in order to achieve this. Today I am positioned directly between both, guaranteeing the uniformity between design and development.

During this last year I have complemented my work experience with a master in **product design**, which has given me the tools to approach projects in a more global way; **business vision, collaborative methodologies**, and validation as a guide to a product that attends the real customer needs.

PROFESSIONAL INTERESTS

- ✓ UX research
- ✓ Interaction Design
- ✓ Information Architecture
- ✓ User Interfaces
- ✓ Data Driven Design
- ✓ Product Design
- ✓ Prototyping
- ✓ Web Layout

Gregorio Zafrá

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& Front-end



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SKILLS

- ✓ **Mapping Experiences:**
Journeys, flows, personas
- ✓ **Information Architecture:**
Wireframes, sitemaps
- ✓ **Interaction Design:**
Mockups, prototypes
- ✓ **Front-end Production:**
Html, css preprocessors

Design Software

- Sketch
- Invision
- Principle
- Zeplin

Tech Knowledgments

- Sass
Css preprocessors
- Gulp
Task runners
- git
Version Control
- Javascript

EXPERIENCE

- since 2011* | **UX & Front-end**
DIRECTION | Mediaset Responsive Design System:
Telecinco, Cuatro, Divinity, FDF etc., BBVA ATM,
Kymco Moto España ...
- 2010* | **Information Architect & Interaction Designer**
GTO | Wide Awake: ONG Crowdfunding System.
Freelancer
- 2007 to 2011* | **Visual Designer & Ads/web Coordinator**
VIACOM | MTV, Nickelodeon, Paramount Comedy.
- 2006 to 2007* | **Information Architect & Front-end Designer**
BTOB | Interactiva Magazine, FELGTB, Grupo LAR,
Martinsa Fadesa.
- 2005 to 2006* | **Front-end Designer**
PRISACOM | ElPais, Diario AS, Cinco Días, Los 40, Grupo
Santillana.
- 2004 to 2005* | **Web developer & Visual Designer**
MSOLUTIONS | Infolatam, mobile apps & games

BACKGROUND

PRODUCT LAB The Hero Camp

"Product vision: co-create, test and measure. Validate the solution quickly."

SMACSS WORKSHOP Jonathan Snook

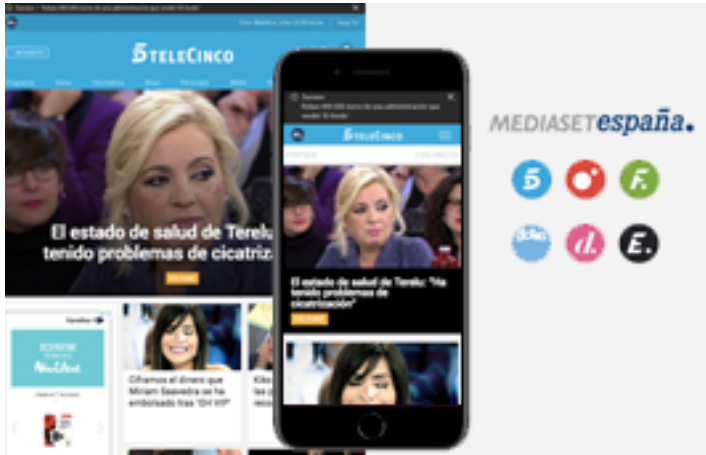
"Modular CSS architecture, key step to be align with design systems."

A.D. DEVELOPMENT I.E.S. Pedro Mercedes

"Landing in technology and its numerous ways to enhance people life."

SOCIAL WORK UCLM

"Focus in person and context to get the best solution to the real needs."



Redesign Mediaset sites

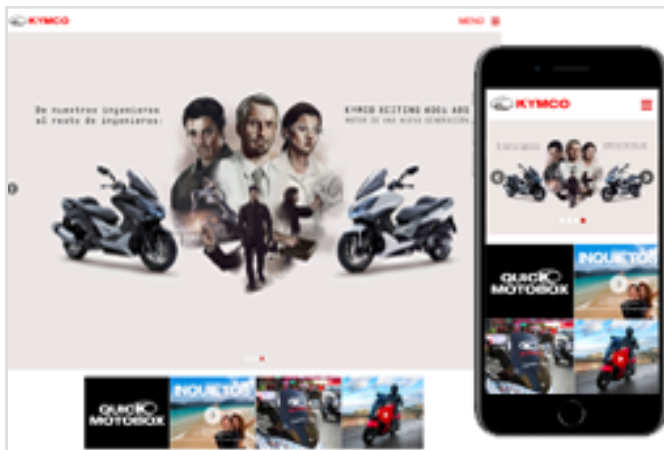
Direction · UX & Front-end

We built a unified responsive solution for mediaset channels: Telecinco, Cuatro, Fdf, Energy, Divinity, Be Mad. React based.

BBVA ATM

Direction · UX & Front-end

We design and build a unified responsive touchscreen interface that adapts to both their ground-breaking ABIL ATM and their legacy on-street ATMs deployed in over 7500 locations throughout Spain.



KYMCO

Direction · UX & Front-end

Kymco Moto España based in Madrid, Spain, commissioned Direction to design and build a responsive digital experience.

WIDE AWAKE

GTO (freelance) · UX

We design the site navigation and main screens wireframes for a social projects crowdfunding system.

