



# David Martínez Gordillo

UX and Service Designer

Interactive Media Designer with expertise in the areas of user experience design, digital products, user research and interface design. Pursuing a Master's degree in Product Service System Design.

## Work Experience

APRIL/2025 - CURRENTLY WORKING

### UX/UI Designer (Master Degree Internship) at Laerdal Medical

- Interaction and UI design for a CPR training app onboarding flow.
- Experience mapping and interaction design for the connection and management of AED training devices.
- Validation and testing of concepts and prototypes.

SEPTEMBER/2020 - SEPTEMBER/2024

### UX/UI Designer at Zemoga, a Media.Monks Company

- Participated in structuring, prototyping, and validation of digital tools for a fintech company.
- Conducted and analyzed interviews and usability testing with financial advisors.
- Streamlined and digitized transaction flows to reduce waiting times, optimize internal operational procedures, and enhance relationships with end investors.

AUGUST/2018 - AUGUST/2020

### Interactive Designer at Squareball Studios

- Examined requirements from clients and turned them into user stories.
- Created wireframes and user flows for mobile apps and web dashboards.
- Designed interaction and interfaces for clients in the retail, education and mass consumption industries.

MARCH/2018 - AUGUST/2018

### Design & Communications Intern at CIAT

- Produced visual guidelines for printed and digital material.
- Developed continuous internal multimedia communication campaigns.
- Revamped the company's intranet ensuring high visual and accessibility standards.

## Academic Background

2023 - 2025

### Politecnico di Milano

MSc. Product Service System Design (currently attending).

2013 - 2018

### Universidad Icesi

Interactive Media Design. Magna Cum Laude degree.

### Interaction Design Foundation

UX Design Basics, User Research, HCI.

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## Skills

- User Research
- Facilitation
- Systems Thinking
- Prototyping
- Interface Design
- Testing
- Animation

## Tools

- Figma, Sketch, Adobe XD
- Principle, ProtoPie
- Dovetail, Hey Marvin
- Adobe Illustrator, After Effects, Photoshop
- HTML, CSS, JavaScript

## Languages

- Spanish (Native)
- English (Proficient)
- Italian (Intermediate)