

Product Designer

hello@kikelopez.es

Portfolio

https://www.kikelopez.es/

Phone

+34 637 184 978

Work Experience

El Confidencial

Product Designer (2022 — Present)

At El Confidencial, one of Spain’s leading digital newspapers, I design end-to-end product experiences. I participate in every stage of the process—from research and interaction design to prototyping and developer handoff—balancing user needs with business goals. I work closely with engineering, data, and marketing teams to ensure consistency, accessibility, and scalability across the entire digital ecosystem.

Megamedia

UX UI Designer and Graphic Designer (2017 — 2022)

At Megamedia, a digital agency working with Mediaset, I began as a graphic designer focusing on branding, motion graphics, and visual content. Over time, I transitioned into UX/UI, contributing to large-scale digital projects. This shift strengthened my understanding of usability, system thinking, and the role of design within complex platforms.

GAME

Graphic Design Intern (2016)

My design career began at GAME, Spain’s leading video game retailer. I created digital assets for e-commerce, newsletters, and social media. This early experience introduced me to digital design and sparked my interest in how visuals influence user behaviour.

Education

Master in UX/UI Design

KSchool (2020 — 2021)

Advanced training in user-centred design, including user research, information architecture, wireframing, prototyping, and usability testing.

Master in Graphic Design for Communication

Tracor (2016 — 2018)

Specialised in branding, visual communication, and marketing-focused design—skills that now help me bring clarity and visual consistency to digital products.

Design Degree

UCM (2012 — 2016)

Multidisciplinary design training across graphic, editorial, and digital design, giving me a solid creative and visual foundation.

Design Tools

Figma
Adobe Creative Cloud
HTML & CSS
ChatGPT
Bolt.new
Cursor
Midjourney

UX UI Skills

User research
Wireframing
Prototyping
Usability testing
Responsive design
Design systems

Languages

Spanish — Native
English — C1 (CAE)

Soft Skills

Empathy, attention to detail, creative problem-solving, adaptability, team collaboration