



Sara Bermúdez Z

Product Designer

“ Creating websites and apps that are visually stunning and technically sound, with enterprises and startups since 2011. ”

Email sarabermudezz@gmail.com

Website <https://sarabermudez.com>

Phone (+66) 0969801051

Location Bangkok, Thailand

Socials

LinkedIn [sarabermudezz](https://www.linkedin.com/in/sarabermudezz)

Facebook [uxhappyhourbkk](https://www.facebook.com/uxhappyhourbkk)

Languages

Spanish Native

English Professional working


Summary

A multi-skilled creative with more than a decade of experience in conceptualization and development of high-quality digital products, enabling business capability and objectives through technology. A design manager who has delivered complex and cross-functional products and programs from scratch within aggressive timelines; being able to balance user-oriented decision making with a strategic business perspective.


Always open to new ideas. I strive to learn about technology and human behavior. Have an exciting project? Get in touch!

Experience


- Sep 2023t - Jul 2024 📍 Bangkok, Thailand

 Product Designer **Spot**


 - Product development from ideation to market release
 - Leading user research and discovery work
 - Driving a solution vision based on business and user insights
 - Developing wireframes and UI design, and iteratively validate product solutions with users
 - Designing desirable and intuitive multi-channel experiences
- Jul 2021 - Sept 2023 📍 Bangkok, Thailand

 UXUI Design Manager **Pomelo Fashion**

 - Work collaboratively to solve complex UX problems (cross-functional teams).
 - Design Thinking methodologies to lead user-centered solutions for undefined problems.
 - Agile Team planning.
 - Lead UX team.
- Sept 2018 - Jul 2021 📍 Bangkok, Thailand

 UXUI Design Lead **Pomelo Fashion**


 - Prioritize UX strategy, define problems, user research (interviews, field studies).
 - Validate designs (A/B testing, heat-maps). Manage design tasks & roadmaps
 - Lead design initiatives.
 - Document processes & dependencies. Drive backlog refinement & Agile workflows.
 - Coach designers. Foster collaboration & internal workflow.
- Sept 2017 - Sept 2018 📍 Bangkok, Thailand

 UXUI Designer **Pomelo Fashion**

 - Design & deliver projects using personas, wireframes, and mockups.
 - Craft new Pomelo Apps (Partner & Man) based on product specs.
 - Transform user journeys & design wireframes for new features.
 - Refine existing features by iterating and updating mockups.
 - Mentor junior designers.
- Nov 2016 - Dec 2017 📍 Bangkok, Thailand

 Graphic Design Instructor **Web Courses Bangkok**

 - Foster student's creativity while providing hands-on instruction in art and graphic design using traditional drawing techniques, the industry's popular software and audiovisual materials.
- Jun 2015 - Aug 2016 📍 Barcelona - Spain

 Graphic Designer **Boolino.es**

 - Graphic and Editorial Design
 - Photography & Retouching
 - Illustration
 - Games and crafts design
 - Lay-out, final artwork and printing



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Education

- 2015 Barcelona, Spain
Tadel Formació
Multimedia Development
- 2014 Barcelona, Spain
Fundación Paco Puerto
Web Design Advanced Course
- 2011 – 2012 Barcelona, Spain
Elisava – College of Design and Engineering
Master in Design and Art Direction
- 2004 – 2010 Bogota, Colombia
Javeriana University
Bachelor Degree in Industrial Design

Software & Technical Knowledge

- Figma
- Sketch
- Photoshop
- Illustrator
- InDesign
- Wordpress • HTML/CSS

Skills

- **Design Thinking**
 - Ideation & Brainstorming
 - Customer Journey Mapping
 - User Story Map
 - Feature Prioritization
- **User Experience**
 - Surveys, Interviews
 - User Personas
 - Information Architecture
 - Wireframing
 - Rapid Prototyping
- **User Interface**
 - HiFi Prototypes
 - Interaction design
 - Branding style-guides
 - Systematic design methodologies.
- **People Management**
 - Multi-stakeholder management
 - Communication and Collaboration
 - Building and Developing Teams
 - Mentorship and Coaching