ASIER MALLAVIABARRENA OLEA
Product Designer UX / UI

⊘ Berlin
✉ asier_malla@hotmail.com
🔗 Linkedin
🔗 Portfolio

⤸ ABOUT

Experienced Industrial Designer with over four years and 2.5 years in UX/UI product design. I hold a degree in Digital & Graphic Design, have further specialized in UX/UI design, and also possess a degree in Polymer Engineering.

⤸ SKILLS

UX Design, User Research, Wireframing and Prototyping, Design Systems, Collaboration and Communication, Interaction Design, Competitor Analysis, Persona Creation, User Journeys, Information Architecture, Usability Testing, Problem Solving, Web Design, and Visual Design.

⟲ TOOLS

Figma, Figma Jam, Adobe Illustrator, Google Forms, Visual Studio Code, GitLab, Photoshop, and Indesign

☾ WORK EXPERIENCE

Product Design UX/UI

Klimadelegation e.V & Fridays For Future | Bonn | Remote   Aug 2023 - Now

Role: Led the redesign of the Bedexchange website in close collaboration with a software engineer, integrating user feedback to optimize information architecture and a new design system, improving the registration process and access to key platform information for climate activists and hosts.

Duties:
- Conducted UX research and analyzed user feedback from previous year to identify areas for improvement in the website's usability and structure.
- Completely redesigned the website, including the logo, design system, visual design, and information architecture, for a better navigation, introduced a new registration process, and created user profiles for climate activists and hosts.
- Conducted user testing and utilized Umami Analytics to identify and resolve potential issues in the website's registration process.
- Worked closely with a software developer to implement the new design, creating wireframes and interactive prototypes in Figma for both desktop and mobile versions to ensure device responsiveness.

Achievements:
- Optimized the user onboarding experience, reducing the learning curve for Bedexchange and increasing engagement from both climate activists and hosts, resulting in a 10% increase in website retention.
- Streamlined the registration process by conducting user tests, analyzing Umami Analytics data, and gathering user feedback to identify and eliminate friction points. Simplified the collected information from the previous year reducing platforms´s registration time to under one minute, reaching over 450 platform users in 2024.

Product Design UX/UI

SOFI | Berlin   Dec 2022 - Jul 2023

Role: Co-founded a platform for connecting sports enthusiasts, taking full responsibility for the platform´s design and development while closely working with the software developer.

Duties:
- Conducted UX research to understand user needs and identifying potential users.
- Carried out competitor analysis to identify trends, areas for improvement, and opportunities for platform differentiation.
- Gestaltung des MVP, des Designsystems und der Informationsarchitektur von Grund auf.
- Collaborated closely with a software engineer to implement the web design, creating wireframes and interactive prototypes in Figma for both desktop and mobile versions to ensure a responsive user experience.
- Led user testing to identify and resolve potential issues in the website's user flow.

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Achievements:
- Identified a clear target audience with a distinct need for the platform.
- Designed and built the MVP from scratch to connect sports enthusiasts, foster a sense of community, and promote a healthier lifestyle.
- Enabled users the option to create, organize, and participate in sports events, strengthening local sports communities.

Product Design UX/UI
SkinTheory | Mobile app   Jun 2022 - Jul 2022
Duties:
- Conducted a in-depth UX research and trend analysis to understand the needs of users affected by acne and identify emerging online skincare trends.
- - Improved the daily skincare routine feature, focusing on rethinking the way users interact and track their daily skincare entries.
- - Proposed and designed new features for the iOS app to complete the tracking of different factors that also influence acne.

Achievements:
- Upgraded the app by integrating features for nutrition, wellbeing, and skincare, enabling more completed tracking of acne-related factors based on insights gathered in UX research and interviews.
- Incorporated gamification to boost user retention.
- Presented a clear and comprehensive vision of possible product improvements with data from research, gaining stekeholder acceptance.

Industrial Design
TechN GmbH | Berlin   Sep 2017 - Dec 2021

Role: Responsible for CAD design in the development process of water cooling systems for graphics cards.
Duties:
- Conceptualized and designed cooling modules, including sketching, 3D modeling, and prototyping.
- Interpreted and analyzed design briefs to align product development with business and technical requirements.
- Led and coordinated the design of a key component of the overall project, managing a team of two colleagues.

Achievements:
- Developed the first physical prototype in collaboration with other departments and prepared the product for initial functionality tests.
- Successfully coordinated my design team.

☾ EDUCATION

User Experience | User Interface Design
Ironhack | Berlin, Germany   2022
Digital & Graphic Design
Ceinpro | Donostia - San Sebastian, Spain   2010
Bachelor of Science in Polymer Engineering
London Metropolitan University | London, UK   2007

☽ LANGUAGES

English - Professional working proficiency
German - Professional working proficiency (C1 certificate)
Spanish - Native
Basque - Native