

Irene Pedrico

UI/UX Designer, Content Creator & More

I'm Irene, a **UI/UX Designer** based in **Spain** with a **strong background in Marketing and Communication**. I'm genuinely **passionate about problem-solving**, and it has been the driving force behind my career. I enjoy assisting others in **creating seamless products** to bring their dream projects to life.



Email

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Website

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LinkedIn

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Area

Spain

EXPERIENCE

Jan.23 - Present

UI/UX Designer & Content Creator

 Freelance (Spain)

As a Freelance UX/UI Designer, I have been focusing on **boosting conversion rates, improving website usability and aesthetics**, and **enhancing brand perception** for local businesses.

May.21 - May.23

Key Account & Celebrity Manager

 memmo.me (Sweden)

Played a significant role in our **product's successful launch in Spain**, working with 50+ **celebrity profiles** and gathering feedback to **improve the app and website**, leading to increased conversion rates.

May.18 - Apr.21

Talent & Content Manager

 Barcino Mgmt (Spain)

Organized **compelling campaigns** that resonated with target audiences while creating **engaging content**, positioning Barcino Management as an **industry authority**.

Apr.17 - Apr.18

Events Manager

 MWC (Spain)

Organized **tech and startup events**, managed **end-to-end event planning**, and managed **marketing campaigns**.

Apr.15 - Mar.17

Art Gallery Manager

 Ana Mas Projects (Spain)

Curated 10+ exhibitions, revitalized the website, authored **artist dossiers**, directed **PR campaigns**, and managed **email communications**, enhancing the gallery's overall presence and engagement

EDUCATION

2022

Google UX Design Certificate

2015-2017

Master's Degree in Art Criticism & Curatorship

SKILLS

Figma - AdobeXD - InDesign -
Wordpress - User Testing - UX
Research - Prototyping -
Design Thinking - Copywriting
- Content Creation & **MORE**.

LANGUAGES

Spanish (Native)
Catalan (Native)
English (Proficiency)