Isabel Aced López

I'm a fullstack designer with 12 years of expertise in UX/UI and branding, a crush for tech, and engaging digital experiences

Check out my work   **www.isaaced.com**
Call me   **(+34) 659 88 31 35**
Email me   **issaced@gmail.com**

UI Designer | Leadtech
September 2024 – Present (Barcelona, Spain)

UX / UI Lead | CodeFlame
July 2023 – June 2024 (Germany, Remote)

Visual Designer | ExoGroup
November 2016 – April 2022 (Barcelona, Spain)

Co-Founder | Reusabol
June 2018 – April 2021 (Barcelona, Spain)

Visual communication designer | Milpa Group
December 2011 – October 2014 (Cali, Colombia)

Project Manager | Fundación Carvajal
March 2012 – November 2012 (Cali, Colombia)

Creative Lead | Samán Films
April 2013 – June 2015 (Bogotá, Colombia)

Junior Designer | Salamaya Brandesign
August 2012 – December 2012 (Cali, Colombia)

Spanish	English	Catalan	Italian
NATIVE	HIGH	MEDIUM	BASIC

Major in Visual Communication Design
| Pontificia Universidad Javeriana Cali
July 2008 – October 2012 (Cali, Colombia)

Web Development | EOI
May 2016 – July 2016 (Barcelona, Spain)

Data-Driven Design: Quantitative Research for UX
| Interaction Design Foundation (Online course)

Branding Summer Campus 2018 | Gravita
July 2018 (Madrid, Spain)

Strategic Marketing | Ilerna Centre de Estudis
May 2015 – July 2015 (Lleida, Spain)

XXL Branders Advanced Brand Creation | Branzai
June 2015 (Madrid, Spain)

*Creating **attractive, intuitive, user-centric experiences** to solve UX problems and simplify complex information

***Communicating design decisions** through wireframes, prototypes, and documentation

***Leading research and usability testing** to gather feedback, validate ideas, and improve products

*Executing all visual design stages, from conception to delivery, ensuring **consistency** and **scalability**

***Leveraging data and user insights** to drive informed design decisions

***Thriving in agile environments** with a proactive and detail-oriented approach

*Excellent **communication** and **organizational** skills

*Taking ownership and driving innovation with a **problem-solving mindset**

***Open to feedback** with a low-ego, iterative approach

***Managing projects and resources** to ensure high-quality, timely delivery

***Collaborating across teams** to align business goals, user needs, and technical constraints

Figma	**Illustrator**	**InDesign**
Photoshop	**Premier Pro**	**Procreate**
CSS	**Google Analytics**	**HTML**