



SILVIA MULET

CONTACT

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PROFILE

I am passionate about research and understanding the user. I consider myself a digital explorer that loves to create a unique user experience involving real users in the design process applying design thinking methodologies.

SKILLS

- Communication skills
- Critical thinking with an open mind.
- Willing to learn and use innovative techniques and tools.
- Cross-role project management.
- International mindset.

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER

NETSUITE-ORACLE (Barcelona, Spain)

June 2015-Current

Product Design/Researcher for a B2B software in an Agile environment. Involved in the whole product design journey: from empathize phase to implementation and evaluation. I owned the research and the design tasks of design cycle, with a wide variety of tasks: remote/in person user testing, user interview, Personas definition, Customer Journey creation, mockups/wireframes and leading design workshops.

Highlights:

- **Leading and planning the research activity** for 5 teams during SuiteWorld 2016 and 2017.
- **Advocating user-centric approach:** Introduce the usage of Persona, user journeys and storytelling technics within the Barcelona office.
- Leading and executing different type of **ideation and co-creation workshops** such as: design studios, design critiques, design thinking introduction workshop.

UX DESIGNER

AMOMA.com (Barcelona, Spain)

June 2014 - June 2015

UI/UX designer for a travel industry e-commerce site. Working through the full UX lifecycle from research to design and testing using all elements of a user centered design process to create innovative cross platform experiences.

Highlights:

- **Designing the mobile website** that made possible to offer a meaningful omni-channel experience (Desktop-tablet-mobile).
- **Redesigning the product page** in order to increase the conversion rate to the checkout.
- **Ideating and design of the TripAdvisor reviews** implementation.
- Introduction of **A/B testing tools and post-implementation evaluation** techniques.

UX / UI DESIGNER

Effortless Sites (Edinburgh, UK)

April 2013 - June 2015

UI/UX designer for a website design company (webs, mobile sites) that worked for a wide range of European small and medium size business.

Highlights:

- Designing a wide variety of **responsive websites for different industries** and countries.
- Working in all the **website projects from the beginning to the end:** from the initial brief with clients, mockups design, working with the development team and reviewing the final product with the client.
- Creating **prototypes** from scratch, designing and developing them working mainly with Joomla and Wordpress Content Management Systems.

UI & GRAPHIC DESIGNER

Scout Consulting (Beijing, China)

June 2012 - December 2012

UI and graphic designer in a International Relocation/Real Estate company. I was in charge of design and optimizing Wordpress-based website using HTML and CSS. Designing brand identity : creation of the logo, design corporative printed material. Communication management, defining the brand communication strategy.

GRAPHIC DESIGNER

William Roebruk (Barcelona, Spain)

May 2010 – December 2010

Brand identity design, editorial design, web design. Managing of the whole process of creation (from design to the printing).

ART DIRECTOR

DDB (Barcelona, Spain)

February 2010 – April 2010

Internship. Design several advertising campaigns for Mc Donald's Spain. Design advertising for different media and supports.

ACCOUNT MANAGER

Orbital-Contrapunto (Barcelona, Spain)

July 2009 – September 2009

Internship. Market research, managing communication between clients and the design team.

WEB DESIGNER

Universitat Rovira i Virgili (Tarragona, Spain)

February 2007 – July 2009

Internship. Market research, managing communication between clients and the design team.

PORTFOLIO

Portfolio available on request, some examples found on: www.silviamulet.com

INTERESTS

- Animal activism
- Love explore new cultures
- Yoga
- Scuba

EDUCATION

HUMAN COMPUTER INTERACTION

MSc Postgraduate Degree

2013-2014

Universitat Oberta de Catalunya

USABILITY AND INTERACTION DESIGN

Specialization Certificate

2013

Universitat Oberta de Catalunya

DIGITAL AND MULTIMEDIA DESIGN

Specialization Course

2009-2010

Institut de formació Tadel

ADVERTISING AND PUBLIC RELATION

Bachelor Hons.

2004-2009

Universitat Rovira i Virgili (Spain) - Università degli Studi di Urbino (Italy)

LANGUAGE SKILLS



Native



Fluent



Fluent



Basic

OTHER ACHIEVEMENTS

- Co-Founder of Women in Netsuite - Barcelona

Organization with the goal of reducing the gender gap in technology industry in the local community.

- Speaker, workshop organizer during Women Techmakers Barcelona 2017

Run a "Design Thinking workshop" during the Women Techmakers Day 2017.