

Pedro Moreno

Digital product creator

PROFILE

Throughout the last 15 years, I have dedicated my career to understanding the needs of individuals and businesses in order to create digital products from scratch.

I have worked with startups and corporations from China, Thailand, Singapore, Spain, the USA, and Mexico.

PERSONAL INFORMATION

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Email: hola@iamperi.com
Skype: morenoizquierdo
Portfolio: iamperi.com

WORK EXPERIENCE

2023-

FAO (United Nations)/ Rome, Italy.

Consultant: UX/UI Specialist for Data Visualization

- Facilitate the client's product vision by researching, prototyping and user-testing experiences.
- Design and develop products that are clear and easy to understand.
- Develop designs, mock-ups and prototypes that illustrate how products look like.

2023

i4TECH / Singapore

Contractor: Product Designer

- Ideation, prototyping, and designing Electronics Manufacturing Services (EMS).
- Leading UX research for digital transformation in industrial processes.
- Enhancing UI Design for human interfaces in smart factories.

2022

Festina Group / Thailand, Switzerland and Spain.

Contractor: Product Design and Software Development

- Building Property Management Software for Real Estate in Bangkok.
- Leading the User Research, Prototyping, and UX/UI Design.
- Managing the Software Development from scratch to MVP.

2021 - 2022

Storhub / Singapore and Thailand.

Product Lead

- Leading the creation of Property Management Software for the self-storage industry
- Managing the Design and Development from scratch to MVP
- Digitalizing self-storage processes in APAC branches

2019

Telefonica Movistar / Spain, Chile, Perú.

UX Lead

- Designing a new Invoice Portal for Movistar Multicloud.
- Implementing GUI from Azure, AWS, and Huawei.
- Rebranding the Movistar Multicloud logo and creating video tutorials.
- Conducting UX research in Spain, Chile, and Peru.

2018 - 2020

NSCA / USA and Spain

Contractor: Product Design and Software Development

- Managing the development of a Learning Management System platform from scratch.
- Implementing AI (Artificial Intelligence) logic for business intelligence.
- Scaling the System to accommodate 8k online students in the first month

Digital skills

- Sketch
- Balsamiq
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After FX
- InvisionApp
- Jira/Trello
- Asana/Monday/ClickUp

Job-related skills

- Product Management
- Product Design
- UI/UX Design
- Systems Design
- Graphic Design
- Video Edition
- IT Team Management
- Teaching skills
- Agile Methodologies

Other skills

- Strong Creativity
- Communication
- Responsibility
- Problem Solving
- Team Work
- Sense of humor

WORK EXPERIENCE (Cont.)

2018

EntrenaPro / Spain

Contractor: Product Design and Software Development

- Geolocated multi-role Fitness App for coaches and athletes.
- Building a Native Mobile App from scratch for iOS/Android MVP.
- Over 40 UI screens for iOS and Android devices.
- Awarded by Google as a use case of Google Flutter possibilities.

2015 - 2017

Miid.io / China

Product Designer & Chief Brand Officer

- Designing an e-commerce platform for customized products and services (using VR and 360° technologies).
- UX Design for Chinese and international brands on the platform.
- Researching customization trends in Virtual Reality technology.
- Managing the team through Wireframing, UI Design, and User Tests.
- Managing Miid's brand "Walay Clothing" in Thailand.

2014 - 2016

Special Olympics FECAM / Spain

Contractor: Product Designer

- Building a WebApp from scratch to manage sports Championships for 10.000 athletes with intellectual disabilities.
- Service Design for real-time scores informing families and athletes

2012 - 2016

Kuiki Studio Ltd. / Hong Kong

Co-Founder & Product Designer

- Designing digital products from ideation to MVPs.
- Managing an international team with Agile methodologies, offering solutions throughout China in record time.
- Producing videos and motion graphics for brands in Chinese media.
- Improving digital solutions for Cisco Systems, Grant Thornton, the Cervantes Institute, and the Embassy of Brazil in China.

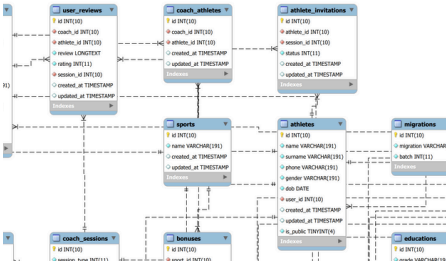
2011 - 2012

Lee Cooper / China

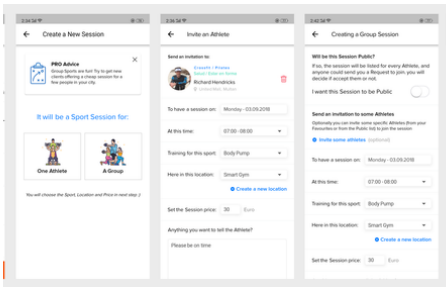
UX/UI Designer

- UX/UI Design to adapt Western Web Apps to the Chinese market.
- Brand design for the opening of 40 stores throughout China

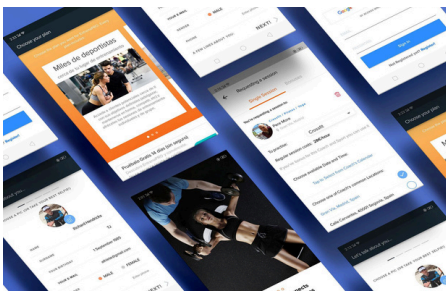
Some Visual Examples



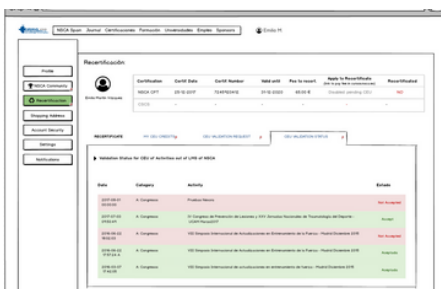
Database Design for Storhub



UX/UI Design for NSCA



UX/UI Design for EntrenaPro



Example of Mockup Design



Example of User Persona Design

WORK EXPERIENCE (Cont.)

2010

International School of Economy / Spain

Interaction Designer

- Leading heuristic analysis for UX improvements in the finance field.
- Designing services and processes to improve user onboarding.

2007 - 2010

Tescoma S.r.o. / Spain

Head of Communication Department

- Managing the e-commerce platform for the Spain division of Tescoma, a kitchenware brand sold in 80 countries.
- Managing brand communication at international trade fairs.

EDUCATION

- **Master's Degree in Graphic Design**
School of Arts, Alicante (Spain) 2005 - 2007
- **Master's Degree in Teacher Training for Secondary Education, Vocational Training and Language Teaching**
University of Alicante (Spain) 2005
- **Bachelor in Advertising and Public Relations**
University of Alicante (Spain) 2001-2004

CERTIFICATIONS

- **Digital Transformation.** University of Virginia, 2020.
- **Robotic Process Automation.** Intl. Assoc. of Certified RPA, 2020
- **Product Design.** Udacity & Google. 2015
- **Design Principles.** University of San Diego, 2016.
- **Human-Centered Design.** University of San Diego, 2016.
- **Social Computing.** University of San Diego, 2016.
- **Input and Interaction.** University of San Diego, 2016.
- **Interaction Design Fundamentals.** Lynda Studies. 2016
- **Video Edition, Visual FX, and Post-production.** Adobe INC. 2005

Pedro Moreno

Digital product creator

Dear Hiring Team,

I am Pedro Moreno, a seasoned digital product designer with over 15 years of experience in creating impactful applications and websites from the ground up.

Throughout my career, I have honed my skills in understanding user needs, documenting processes, creating prototypes, designing user-centric websites, and leading development teams. This is why I sought to transition my expertise from the private sector to projects with a meaningful impact, aligning my work with causes that support the well-being of children and communities worldwide.

In the nearly year I have spent at FAO, I have discovered that my true vocation is to develop my career focused on significant projects within organizations like the United Nations. This realization has reinforced my commitment to using my skills for global humanitarian efforts.

I am enthusiastic about applying for the Website and Design Specialist position at UNICEF. Having worked in diverse environments across China, Thailand, and Mexico, I am passionate about leveraging my skills for global humanitarian causes. My experience includes designing user experiences for children with intellectual disabilities through my work with Special Olympics, which deepened my commitment to inclusive and impactful design.

My portfolio, available at www.iamperi.com, highlights my work with prestigious clients such as Telefonica, the European Environment Agency, NSCA, Special Olympics, and Storhub. These projects reflect my dedication to delivering exceptional design solutions tailored to specific needs, showcasing my ability to create effective and engaging digital experiences.

Thank you for considering my application. I am eager to explore how my skills and experiences can contribute to advancing UNICEF's digital initiatives and supporting your team's success.

Best Regards,

Pedro Moreno.