



Iker Ortiz de Arri

SENIOR UX DESIGNER INTERACTION DESIGNER IA & USABILITY

I'm a Senior UX Designer / Interaction Designer / Usability consultant living in Berlin, with more than 17 years of experience in web/App developments. My goal is to create a great user experience, while designing easy to use interfaces. Experience working in Agile environments. References on LinkedIn.

I embrace User Centered Design: user research, usability reviews and testing, prototyping (wireframes), design sprints, etc.

Curious by nature, always aware of new trends or technologies.

Clients I worked for: Payback, Paypal, Allianz, o2, McDonald's, Audi, Microsoft, Belgacom, Pioneer, Chiquita, Nuon, Ford, Keytrade, SCA Packaging, Teleroute, Electrabel, Nespresso, European Commission, Corona Direct, Bancontact, KBC securities (Bolero.be), and big confidential ones.

GET IN TOUCH

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SOCIAL MEDIA

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SKILLS & EXPERTISE

Discover what the users need: which task are they trying to solve? Some skills:

- Information Architecture
- Mobile Apps
- Wireframing (Axure, Sketch, Invision)
- Agile methodologies
- Conversational interfaces
- Personas and customer journeys
- User experience
- Usability research and user testing
- Accessibility (WAI-AAA)
- Responsive design
- Fintech experience
- Photography: Flickr, iTunes iBook

EXPERIENCE

BERLIN GERMANY **SINNERSCHRADERSWIPE.COM** (part of Accenture Interactive)
SENIOR UX DESIGNER / INTERACTION DESIGNER

September 2015 -
Creation of Information Architecture / concepts for Apps. Service design approach. Agile projects. User interviews, desk research, usability tests, quick prototyping, etc.

BERLIN GERMANY **YETU.COM**
SENIOR UX DESIGNER / INTERACTION DESIGNER

September 2014 - August 2015
Take care that yetu delivers a flawless user experience across devices. Contextual design of concepts and functionalities for the open Smart Home platform.

LEUVEN BELGIUM **KUNSTMAAN.BE** (part of Accenture Interactive)
SENIOR INFORMATION ARCHITECT / IxD / UX

May 2013 - June 2014
Creation of Information Architecture and wireframes of websites (responsive design). Usability audit for existing websites. Design of interfaces for mobile Apps. Working in Agile development methodology, sprints, stand-up meetings, etc. Recommendation letter from CEO available.

BRUSSELS BELGIUM **SOGETI.BE (CAPGEMINI)**
SENIOR INFORMATION ARCHITECT / USABILITY / UX

May 2009 - April 2013
Creation of Web Interfaces, wireframes of websites (Axure). Usability recommendations for existing and new sites. Web collaborative tools advisor. Creation of new collaborative platforms with member states for e-learning and information exchange. Recommendation letter from manager available.

ANTWERP BELGIUM **THESEDAYS.COM**
SENIOR INFORMATION ARCHITECT / USABILITY / UX

September 2008 - November 2008
Creation of Information Architecture and Wireframes of websites using Axure software. Usability audits for existing websites. Design of interfaces, etc. Worked for Microsoft, Pioneer, TeleAtlas, Chiquita, Nuon, Ford, etc. Recommendation letter from CEO available.

BRUSSELS BELGIUM **SKYNET.BE (BELGACOM)**
WEB INTEGRATOR / FRONT END DEVELOPER

May 2008 - August 2008
3 months contract for being in charge of Web Integration for a brand new Belgacom Skynet portal (www.skynet.be). Main task: creation of website templates following web standards (XHTML + CSS) and merging with code.

BRUSSELS BELGIUM **NETWAY.EU**
INFORMATION ARCHITECT / USABILITY CONSULTANT

November 2007 - April 2008
Information Architecture and Interaction Design (wireframes). Usability audits for existing websites. Eyetracking tests. Design of interfaces. Usability Testing.

COURSES

SAN SEBASTIAN SPAIN

March 2006

MIRAMON EMPRESA DIGITALA USABILITY COURSE

Usability guidelines, HCI - User experience, Information Architecture, user test, etc.

SAN SEBASTIAN SPAIN

March 2005

MIRAMON EMPRESA DIGITALA ACCESIBILITY & WEB STANDARDS

Accessibility guidelines established by the workgroup of WAI under W3C, for creating web sites that fulfill WAI-AAA level. Web standards (XHTML + CSS).

SAN SEBASTIAN SPAIN

2002-2003

SOCIEDAD FOTOGRAFICA GIPUZKOA PHOTOGRAPHY

Photography course with analogic camera. Laboratory sessions, film development.

PROGRAMS & TOOLS

Axure, Sketch, Invision, Marvel, POP, Omnigraffle, Illustrator, Microsoft Visio & Project, Photoshop, Office, Dreamweaver, PhpmyAdmin, PHP / MySQL, WinCVS, Visual Source Safe, Adobe Acrobat, FTP, Cpanel hosting, etc. Linux, Windows, Android, iOS and Mac OS X user.

LANGUAGES

ES SPANISH
mother tongue / native

EU BASQUE
mother tongue / native

EN ENGLISH
Full professional proficiency (C1)

FR FRENCH
Professional working proficiency (B2)

NL DUTCH
Professional working proficiency (B1)

BRUSSELS BELGIUM

April 2007
October 2007

ESN.EU (European Service Network) WEB PROJECT MANAGER

Coordinate a team set up specifically for a project, carrying full responsibility. General coordination and supervision, allocating the tasks within the team and follow-up, preparing and monitoring the planning, tracking the budget, weekly reporting, monthly work in progress, etc. Debriefings, keeping the client regularly informed of general project progress, and keeping the team moving.

BRUSSELS BELGIUM

August 2006
April 2007

EMAKINA.COM INFORMATION ARCHITECT & USABILITY CONSULTANT

Creation of Information Architecture and Wireframes of websites (site diagrams and user interface schematics, taxonomies) as part of the "strategic cell" of the company. Collaboration with application development teams to guide IA development and content management implementation. Work with internal and external organizations to understand business and user requirements. Write documentation and guidelines to support creation of web sites. Usability Testing.

SAN SEBASTIAN SPAIN

April 2003
May 2006

HISPAVISTA.COM WEB INTERFACE DESIGNER / INFORMATION ARCHITECT

Responsible of definition, interface design and navigation structure of web sites. Web designer and layout creator, following web standards (XHTML + CSS) and Search Engine Optimization. Information Architecture. Functional analysis. Design of visual analysis. Usability and accessibility guidelines, for WAI-AAA level fulfilment. Worked on more than 20 projects, having direct contact with clients.

SAN SEBASTIAN SPAIN

October 1999
April 2003

INFOBIDE WEB DESIGNER

Web Designer for 4 years. Mailings, update of web pages, Search Engine Optimization, helpdesk, register and maintenance of domains, linux virtual servers, etc.



EDUCATION

SAN SEBASTIAN SPAIN

1999
2001

CEBANC-CDEA ADVANCED EXPERT - COMPUTER SYSTEMS MANAGEMENT

Implement, operate and perform the medium and low-level maintenance of the computer systems used in business management and administration, providing direct or first-line support to end-users and applying and complying with the applicable legal requirements.

SAN SEBASTIAN SPAIN

1997
1999

CENTRO DE ESTUDIOS AEG IKASTETXEA SPECIALIST EXPERT - MANAGEMENT PROGRAMMER

Equivalent to current Advanced Expert in Development of Computer Applications, according spanish "real decreto" 777/1998 (published in spanish Oficial State Bulletin of 8th may 1998). Using isolated computer systems or computer systems interconnected through a network. Performing the analysis and detailed design of management computing applications. Developing, adapting and testing programs in structured programming languages and fourth-generation languages.