



Iker Ortiz de Arri

SENIOR UX DESIGNER INTERACTION DESIGNER IA & USABILITY


I'm a Senior Information Architect / IxD / Usability consultant / UX defender living in Berlin, with more than 16 years of experience in web developments. My goal is to create a great user experience, while designing easy to use interfaces. Experience working in Agile web developments. References in LinkedIn.


I create concepts (wireframes) and flow charts, perform usability reviews and tests, etc. Check "skills & expertise".

I'm into HTML5, CSS3 and responsive design. Expert in Accessibility Guidelines, for WAI-AAA fulfilment. I have worked in Belgium in companies like Emakina, These Days, Belgacom, Kunstmaan.

Clients: Microsoft, Belgacom, Pioneer, TeleAtlas, Chiquita, Nuon, Ford, Keytrade, SCA Packaging, Teleroute, Electrabel, Nespresso, European Commission, Corona Direct, Bancontact, KBC Bank.


GET IN TOUCH


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SOCIAL MEDIA

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SKILLS & EXPERTISE

Discover what users need, expect. What job are they trying to solve? Some skills:

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

EXPERIENCE

**BERLIN
GERMANY**
September 2015
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SINNERSCHRADER-MOBILE.COM
SENIOR UX DESIGNER / INTERACTION DESIGNER
Creation of Information Architecture / concepts for Apps. Service design approach. Agile projects. User interviews, desk research, usability tests, quick prototyping, etc.

**BERLIN
GERMANY**
September 2014
August 2015

YETU.COM
SENIOR UX DESIGNER / INTERACTION DESIGNER
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**
May 2013
June 2014

KUNSTMAAN.BE
SENIOR INFORMATION ARCHITECT / IxD / UX
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**
May 2009
April 2013

SOGETI.BE (CAPGEMINI)
SENIOR INFORMATION ARCHITECT / USABILITY / UX
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**
September 2008
November 2008

THESEDAYS.COM
SENIOR INFORMATION ARCHITECT / USABILITY / UX
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**
May 2008
August 2008

SKYNET.BE (BELGACOM)
WEB INTEGRATOR / FRONT END DEVELOPER
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**
November 2007
April 2008

NETWAY.EU
INFORMATION ARCHITECT / USABILITY CONSULTANT
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 Official 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.