



# Antonio Márquez

## UX / UI designer & Design strategist

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## Experience

### UX/UI Designer – Freelance

(January 2023 – present)

- **Project Kickoff** / Brief / Counterbrief / Research / Create Work Framework / Alignment Meeting / Let's start!.
- At **weareplanta.com**, I work on optimizing digital platforms with a focus on sustainability and accessibility. At **Twenix.com**, I collaborate on the evolution of their design system across four platforms. At **Chrona**, we are crafting a completely new and intuitive user experience for their innovative product.

### Head of design – Pádel Nuestro

(August 2024 – December 2024)

- Coordination of the different design areas starting from the UI/UX design for our e-commerce (homepage and 4 satellites). Created the new design system and optimized the workflow of the departments. Focusing the decision making on data (sales, AB test and user behaviour) in order to improve the CRO.

### Senior art director – Columna Branding

(March 2021 – January 2023)

- **My work focused on research, ideation and design, aligning business, user and market.**
- Project management, mentoring juniors and interns. Brands: **Mondelez, Henkel, Aragal, Sanytol, Florette.**

### Art director – TBWA

(February 2019 – March 2021)

- Kanban, Project management, leadership, teamwork, critical thinking and adaptability. Brands: **Nissan, Lidl, Vichy Catalan.**

### Graphic designer – Multiple companies

(April 2007 – February 2019)

- Eduardo del Fraile | Estudio Maba | La Calle
- Business vision and entrepreneurship through starting my own companies, problem solving skills.

## About me

**Design isn't just about making things look good. It's about solving problems, connecting the dots, and creating experiences that truly work.**

I'm Antonio, a UX designer with 17 years of experience in the design world, though my path here hasn't been a straight line. I've worked in branding, art direction, and project management—even founded my own agency. **All of this has given me a broad perspective on how businesses work and the role design plays in them.**

In the last few years, I have discovered that user experience was my place. **Being in a position to influence the strategy of a product or company from the ground up is my passion.** I have worked on projects where research had to be done from scratch, where processes were chaotic or where a simple change in the purchase flow could mean millions in conversions. And that is what motivates me the most: challenges that combine strategy, design and product.

### How do I work?

- Prioritizing UX strategy over impulsive decisions
- Designing with data, not assumptions
- Understanding that failing fast is part of the process
- Keeping communication open across teams

I always aim to bring value and find the best solution, whether by leading a project or contributing from a more tactical role. **After all, end, design isn't a solo act—it's a collective effort.**

## Education

### UX/UI design bootcamp – Ironhack

(January 2024 – march 2024)

### Google UX Design Professional Certificate

(January 2023 – may 2023)

### Graphic design degree – Edi Murcia

(October 2004 – June 2007)

## Skills

### Hardskills

UX Research

Prototyping

Design thinking

Information Architecture

Visual and UI Design Skills

### Softskills

Problem solving

Teamwork

Adaptability

Critical thinking

Communication

## Tools

### Software

Figma

Microsoft and Google

Jira

Adobe creative cloud

Excel

### Languages

Spanish: Native

Català: Avançat

English: Advanced

## Achievements

+8  
design  
awards

+50  
websites  
done

200%  
sales growth  
ecommerce