

Carlos Salgado

UX/UI Designer

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SUMMARY

I've worked on different types of projects in ecommerce, education, music, architecture, corporate and MVPs. For a long time I combined design with layout. Nowadays I'm interested in being more on the user side: experience, interaction, quantitative and qualitative research techniques, user flows and prototyping.

EXPERIENCE

Adsmurai — UX/UI Designer · Design Systems

September 2023 – Present · Barcelona, Spain

Back at Adsmurai, focused on designing and evolving its Design System: defining components, tokens and patterns; documentation and governance to align design and development; and supporting teams in its adoption. In parallel, improving internal design processes by making the most of AI: automating repetitive tasks, faster exploration and prototyping, and workflows that integrate AI tools to gain consistency and speed.

Rviewer — UX/UI Designer

May 2021 – September 2023 · 2 years 5 months · Barcelona, Spain

Startup specialized in developer recruitment, focused on the full product design and development cycle. Interviews and usability tests to understand candidates; kickoff sessions to define issues, prioritize tasks and align strategies across teams; ideation through working sessions, design reviews, customer journey mapping, user flows and wireframing; low- and high-fidelity prototypes using an in-house design system; collaboration with development defining and documenting user stories; and post-launch testing (interviews, usability, metrics) to continuously improve the product.

Adsmurai — Product Designer

November 2015 – May 2021 · Barcelona, Spain

Digital marketing company, partner of Facebook, Twitter, Google and others. I grew from being the sole designer to helping build a small design team. As a product designer: ideation and design of various products; creating and validating user personas; interviews with users and clients; usability tests, UX audits and feedback sessions; defining and developing a design library that evolved into a system implemented across various technologies; and tracking metrics and goals.

OTHER EXPERIENCE

As a freelancer I worked as a graphic and web designer for different companies, creating landing pages, corporate sites and e-commerce. I also did branding and products for printing companies.

Freelance — Designer · 2014–2019 · Barcelona. Landing pages, corporate sites, e-commerce, branding and print.

FloraQueen — Web Designer · 2012–2015 · Barcelona. E-commerce design, conversion-focused A/B tests and advertising material for SEM campaigns.

Sanskares — Web Designer · 2011–2012 · Barcelona. Design and layout (HTML/CSS/JS) for “100cosas”, a small hobby- and interest-based social network.

Economía Digital — Web Designer · 2012 · Barcelona. Design and layout for the newspaper, plus the launch of the sports edition “GOL”.

CIESAS — Multimedia Designer · 2010–2011 · Guadalajara. Web design and HTML/CSS/JS layout.

Point Studio — Web Designer · 2008–2011 · Guadalajara. HTML/CSS/JS layout.

Ocus Comunicación Visual — Web Designer · 2009–2010 · Guadalajara. Web design, HTML/CSS/JS, Drupal, Joomla and branding.

Diagonal Comunicación — Junior Designer · 2007–2009 · Guadalajara. Web design, print and advertising material.

EDUCATION

ITESO (2002–2007) — Design Degree · Guadalajara, Mexico.

CERTIFICATIONS

User School (2019) — User experience immersive · Barcelona.

Uxcel (2022–2023) — Color psychology, Wireframes, Typography, Accessibility (+11).

W3Schools (2011) — Certified HTML & CSS Developer.

LANGUAGES

Spanish (Native) · English (Advanced) · Catalan (Basic).

PRIMARY SKILLS

User interface, User experience, User flows, Prototyping, Wireframing, Information architecture, Figma, Sketch, AI-assisted design, Generative AI, Claude