

ALEJANDRO SANCHEZ ESPINOSA

Product Designer & Developer
Growth-oriented · AI-driven

Contact

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Portfolio & full info: <https://www.hiperorb.com/>

EXPERIENCIA PROFESIONAL

Web Designer | UX/UI | Web Developer – HIPERORB (October 2024 – Present)

- Web design: clean, modern layouts focused on conversion.
- UX/UI design: user-centered interfaces with strategic user flows.
- Web applications: interface design and continuous product improvement.
- AI-enhanced workflows to optimize design and development processes

Product Graphic Designer – STAHL'S (November 2023 – June 2025)

- User-centered product graphic design.
- Process automation with JavaScript and exploration of innovative production techniques.
- AI-generated graphics, 3D mockups, and digital visual assets.
- Prepress optimization and color separation for screen printing.

Graphic Designer | UX/UI – INVITARTE, S.L.. (June 2023 – November 2023)

- Creation of coherent visual identities: logos, brand systems, and printed materials.
- Printed product design aligned with brand strategy and user experience.
- Digital printing management and precise, print-ready file delivery.
- Participation in conceptualization and functional design of physical products.
- UX/UI design: user-centered interfaces with strategic flows.

Graphic Designer – ARTES GRÁFICAS CONTRERAS, S.L. (January 2023 – June 2023)

- Development of corporate materials and visual branding.
- Editorial design and technical preparation for digital printing.
- Collaboration with teams and clients to deliver effective graphic solutions.
- Final artwork adjustments for cutting and finishing with high quality standards.

Graphic Designer – ASAT SALUD (September 2021 – November 2022)

- Development of corporate materials and visual branding.
- Editorial design and technical preparation for digital printing.
- Collaboration with teams and clients to deliver aligned, effective graphic solutions.
- Final artwork adjustments for cutting and finishing with high quality standards.

Graphic Design Intern – Editorial SM (June 2021 – September 2021)

- Graphic design for editorial materials, branding, and promotional content.
- Technical preparation of files for print and digital distribution.

EDUCATION

IRONHACK – AI-Powered Digital Marketing

- Metric-driven acquisition and growth strategies.
- Conversion optimization and digital funnels.
- Marketing automation and AI-based processes.

CEI – Web Design & Frontend Development (2024 – 2025)

- Interactive website development with HTML, CSS, and JavaScript.
- 3D experiences with Three.js and Python for automation and scripting.
- Focus on best practices, accessibility, and semantic code structure.

CEI – UX/UI Design (2024 – 2025)

- User-centered design processes: research, wireframes, and testing.
- Functional interface design using Figma.

Salesianos Atocha – Higher Vocational Degree in Multimedia Product Design (2018 – 2021)

- Editorial design, prepress, and packaging with a technical and creative focus.
- Professional use of design tools and project management methodologies.

Salesianos Atocha – Art Direction (2017 – 2018)

- Multidisciplinary training in branding, typography, web design, illustration, and audiovisual editing.
- Application of aesthetic and strategic criteria in complete visual projects.

Escuela de Arte Atenea – Life Drawing & Product Design (2017 – 2018)

- Multidisciplinary training in branding, typography, web design, illustration, and audiovisual editing.
- Application of aesthetic and strategic criteria in complete visual projects.