Patricia Pérez Gómez

Senior Product Designer (UX)
Strategy, Accessibility & AI-Enhanced Design

Senior UX Designer with 10+ years of experience designing scalable digital products across ecommerce, technology, pharmaceutical and academic sectors.
I lead end-to-end product experiences from discovery to delivery, translating business goals and user insights into measurable design impact.

Specialized in UX strategy, accessibility (WCAG 2.2), design systems and AI-augmented workflows (Lovable, Figma Make, AI research synthesis). I collaborate closely with product, engineering and stakeholders to drive alignment, reduce complexity and create human-centered, data-informed experiences.

CONTACT

📞 +34 674 370 821

✈ pattypgomez@gmail.com

⌨ patriciaperezgomez.com

in www.linkedin.com/in/patricia-perez-gomez-6978214b

EDUCATION

Master degree in Design and Management of Web Projects
2012 Aug - 2013 Jul
ELISAVA
Barcelona

Postgraduate Degree in Advertising Communication
2011 Jul - 2012 Feb
Universidad Monteávila
Caracas

Degree in Graphic Design
2005 Sep - 2010 May
Universidad José María Vargas
Caracas

TOOL & TECHNOLOGY

DESIGN & PROTOTYPING

Figma · FigJam · Figma Make · Lovable · Framer · WCAG 2.2

RESEARCH & DATA

AB Tasty · Optimizely · Hotjar · User Testing · User Zoom · Looker · Notebook · GA4

COLLABORATION

Jira · Miro · Lucid · Notebook

LANGUAGES

Spanish	Native
English	Professional

MORE ABOUT ME

I'm fascinated by how people think, decide, and experience the world. This curiosity that makes me read about psychology and human behaviour.
I paint watercolors, play the ukulele, and practice yoga to stay grounded and creatively balanced.
I'm drawn to real life stories and to observing how culture shapes experience (in films, in travel, and in everyday moments) and I find genuine joy in cooking while I listen music.

WORK EXPERIENCE

Senior UX Designer - Accessibility Champion — 2023 Apr - Currently
Ocado Technology | Barcelona
ocadogroup.com

Product Designer (UX / UI) — 2020 Dec - 2023 Apr
Wallbox | Barcelona
wallbox.com

UX Product Designer – Ecommerce — 2019 Apr - 2020 Oct
MediaMarkt Iberia | Barcelona
Península, Canarias & Portugal.
mediamarkt.es / canarias.mediamarkt.es / mediamarkt.pt

Co-Founder & Design Director — 2018 Mar - 2019 Apr
Mana'o Design Studio | Barcelona
manaodesignstudio.com

UX Consultant / Product Designer — 2015 Feb - 2018 Feb
MiConsulting & VINCLE | Barcelona
miconsulting.es / vincle.es

Graphic Designer volunteer — 2014 Sep - 2015 Feb
Babel Punto de Encuentro Foundation | Barcelona
babelpuntodeencuentro.org

Digital Product Designer — 2013 Nov - 2014 Aug
DDB Spain | Barcelona
ddb.es

Internship Visual & Web Designer — 2013 May - 2013 Aug
Arquitectura Matutano | Barcelona
arquitecturamatutano.com

Design Coordinator and Thesis Tutor — 2011 Jan - 2012 Aug
Universidad Monteávila | Caracas
uma.edu.ve

Graphic Designer — 2010 Jan - 2011 Jan
Mistral Group, Farma Division | Caracas
Farmahorro & Farvenca. farmahorro.com.ve / farvenca.com.ve

University Professor — 2010 Jan - 2011 Jan
Colegio Universitario Monseñor de Talavera | Caracas
Professor of 'Packaging', 'Tecnología Gráfica', 'Diseño I' and 'Ciencias de la Visión y el Color I'. cumt.edu

Internship Graphic Designer — 2007 Jun - 2007 Sep
Global Graphic Publicidad | Caracas
global-graphic.com