

Jordi Plaza
Principal Product Designer
dribbble.com/jordiplaza

Principal Product Designer with +12 years of experience and a long track record of building successful and great digital experiences focused on delivering always the best customer experience.

Projects

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| 2023 | <p>Lead Product Designer at Nutrisense</p> <p>Driving user-centric design for a specialized health app in glucose monitoring and metabolic health. I'm in charge of creating intuitive UX/UI interfaces, establish and maintain a cohesive design system, and collaborate cross-functionally for seamless integration.</p> <p>I conduct usability testing, stay current with industry trends, and uphold brand consistency to enhance the app's visual identity and user experience.</p> |
| 2022 | <p>Lead Product Designer at Sola Insurance</p> <p>Web app design for the insurance company that helps where your existing insurance falls short.</p> |
| 2022 | <p>UX Lead at Fion Maps</p> <p>iOS app design for Fion Maps, which delivers the best mapping, weather, and field resources directly to wildland firefighters to enhance situational awareness.</p> |
| 2022 | <p>Lead Product Designer at NFT.com</p> <p>UX & UI design for both the web and mobile design of the NFT platform, made to allow users to participate in decentralized communities of interest.</p> |

Work Experience

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| 2022 — Now | <p>Principal Product Designer at Kinzoo</p> <p>Remote</p> <p>Responsible of the design leadership for Kinzoo, a startup empowering families to raise the next generation of digital citizens, where I lead, craft, refine, implement and communicate their design vision and strategy for their 3 products: Kinzoo Messenger, Kinzoo Adventures and Together.</p> |
| 2021 — 2022 | <p>Lead Product Designer at MotorK</p> <p>Remote</p> <p>Leading the disruptive initiative to enhance the e-commerce digitalization of the automotive industry.</p> |

2018 — 2021	Senior Product Designer at Eative Remote Providing foundation for Eative, a mindful & healthy eating habits app, with strategic design direction & visual identity of the product In charge to apply and advocate for design thinking framework in all the processes in the design flow, from kickoff meeting, wireframes, mockups, prototypes and communication to stakeholders, marketing and dev team.
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2016 — 2018	Senior Product Designer at Easyscreen Remote Resolving +100 user flows & journeys and the whole B2B product design for <u>Easyscreen.tv</u> , the leader SaaS digital signage company of Netherlands, resulting in a 500% increase of traffic staying longer than 6 minutes in their commercial page and a 58% decrease of bounce rate.
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2012 — 2016	Lead UX Designer at Stacks Cegedim Remote Lead UX Designer of a health care SaaS software, leading the product initiatives for the France, Spain, United Kingdom and Latin American teams. Responsible of managing: <ul style="list-style-type: none">• Entire user experience and interface decisions• Presenting the overall designs to the respective executives and stakeholders
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Side Projects

Ongoing	Contributor at Figma Community Contributing to the Figma Community with User Experience design artifacts and app UI Kits
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2023	Personal Finance Planner I'm currently designing and building my own minimal personal finance planner.
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Contact

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