

ABOUT

Senior designer with 15+ years in brand identity and visual direction. Certified UX/UI Designer (April 2026). Based in Madrid. Available for hybrid or remote roles.

UX / UI

- User Research
- Information Architecture
- User Flows & Journeys
- Wireframing & Prototyping
- Usability Testing
- Interaction Design
- Responsive Design

VISUAL DESIGN

- Brand & Visual Identity
- Art Direction
- Typography
- Visual Systems

MARKETING & STRATEGY

- SEO / SEM
- Google Ads
- Conversion Optimisation
- Digital Strategy

TOOLS

Figma Adobe Illustrator Photoshop
InDesign Claude ChatGPT Gemini

EDUCATION

UX/UI Designer Certificate

EBAC LATAM

Certified April 2026

Bachelor in Graphic Design

Universidad LaSalle

LANGUAGES

Spanish Native

English C1 Advanced (Professional Working Proficiency)
Experience working in English in international hospitality and commercial environments.

- > flor-iglesias.com
- > behance.net/floriglesias1
- > linkedin.com/in/flor-iglesias-designer

PROFESSIONAL SUMMARY

Strategic visual designer with 15+ years leading brand identity for international companies including Meliá Hotels International. My natural evolution into UX/UI allows me to combine a strong aesthetic foundation with research methodologies and prototyping to create solutions that drive business impact. Recently certified as a UX/UI Designer (EBAC, 2026). I work with Figma and Adobe Creative Suite to transform complex needs into intuitive interfaces - from brand strategy to the final user experience. I integrate AI into my design process for research synthesis and rapid iteration — moving faster from insight to concept without sacrificing depth or craft.

PROFESSIONAL EXPERIENCE

UX/UI Designer — Contract

Mar 2025 — Jun 2025

Tropical Incentives DMC

- Redesigned user flows to reduce friction across digital hospitality platforms
- Created interactive Figma prototypes to validate usability improvements with stakeholders
- Applied user-centred design principles across key digital touchpoints

Senior Visual Designer

Sep 2024 — Present

Happy Shuttle Cancun

- Led brand consistency across digital channels, aligning visual identity with UX goals
- Designed conversion-focused digital assets improving engagement and campaign performance
- Collaborated with marketing to optimise visual content based on user intent and SEO data
- Supported digital experience improvements informed by user behaviour and business goals

Freelance Graphic Designer & Digital Consultant

2018 — 2024

Selected clients in hospitality, F&B, and retail

- Defined navigation structures, content hierarchies, and user flows for web projects
- Designed conversion-focused landing pages applying UX principles to improve usability
- Developed brand identity systems and visual identities for clients in competitive markets
- Created and executed digital strategies via SEO/SEM campaigns for client growth

Customer Experience & Brand Consultant

2018 — 2023

Westin Hotels & Resorts / Meliá Hotels International

Ran concurrently with freelance design work.

- Managed full sales cycle for high-value clients, consistently driving revenue and retention
- Analysed user behaviour to optimise customer journeys and support strategic decisions
- Implemented data-driven upselling strategies to increase customer lifetime value

Art Director & Visual Brand Manager

2010 — 2017

Circle by Meliá Hotels International

- Led creative direction across Mexico, the Caribbean, and Spain
- Developed global brand identities and premium visual systems for international markets
- Managed creative teams and delivered large-scale brand launches across multiple regions

Digital Prepress Specialist

2017 — 2018

Southern Graphic Systems

- Ensured brand consistency and production quality for global clients including Bimbo and Colgate

UX / UI PROJECTS

WanderHub — Group Travel Planning App

Figma · User Research · Information Architecture · Prototyping

Collaborative app simplifying group travel: itinerary management, expense splitting, shared decisions.

- Conducted user research and defined user journeys to identify key friction points
- Developed information architecture and user flows for a multi-user collaborative structure
- Designed wireframes and interactive prototypes; validated through usability testing

[View Case Study on Behance >](#) [View Case Study on Notion >](#)

NesMood — Nescafé App Concept

Figma · User Research · Gamification · UX/UI Design

Mood-based coffee engagement app connecting users with recipes, challenges, and community.

- Conducted user research and behavioural analysis to identify engagement opportunities
- Designed user flows and interaction patterns focused on habitual, mood-driven engagement
- Produced interactive Figma prototype with full visual UI system

[View Case Study on Behance >](#) [View Case Study on Notion >](#)