

Andrea Contreras

PRODUCT DESIGNER · UX & UI · USER RESEARCH

I'm a Product Designer who enjoys solving problems, understanding users and turning ideas into simple, practical designs. I like keeping things clear, useful and easy to use.

conandre27@gmail.com

+31 6 3350 2683

Eindhoven Area, Netherlands

in/andrea-contreras-8a12a657

KEY SKILLS

- User research & testing
- Journeys & user flows
- Wireframes & prototyping
- AI prototyping
- UI design & design systems
- Branding & visual identity
- Client workshops
- Handoff & QA with engineers

LANGUAGES

Spanish	Native
English	Full professional
Dutch	Elementary

WORK EXPERIENCE

Product Designer | Toptal, Netherlands — Oct 2022 – Present

- Work directly with clients, from early-stage startups to multinationals, to define requirements, agree priorities and deliver on scope.
- Design products end to end: user research, journeys, empathy maps, wireframes, high-fidelity prototypes and usability testing.
- Coordinate design work with product and engineering, from first brief to final delivery.
- Improved adoption and engagement of client products, raising user satisfaction and revenue.

Product Designer | Hike One, Netherlands — Mar 2021 – Oct 2022

- Led client workshops and design projects for Philips Hue, Liberty Global and ABN AMRO.
- Designed smart home features for the Philips Hue app and an augmented reality app.
- Worked with engineering through implementation so what shipped matched the design.

Product Designer | Fitune, UK — Mar 2020 – Dec 2020

- Designed user experiences for fitness studio software to drive user acquisition and retention.
- Validated designs through user research and usability testing.

EDUCATION

MSc International Marketing
London South Bank University, 2019
Graduated with Distinction

Product Design
Future London Academy, 2020

Bachelor in Advertising
Universidad Argentina de la Empresa, 2013

Graphic Design
Escuela de Comunicación Mónica Herrera, El Salvador, 2011

HONORS & AWARDS

UX Designer Expert
Signify, Netherlands

Advertising Design in Latin America
UADE, Argentina

BOOM Brainstorming Ideas
UADE, Argentina

Advertising Concepts
ECMH, El Salvador

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WORK EXPERIENCE

Co-Founder & Events Coordinator | UKI, UK — Aug 2015 – Jul 2020

- Co-founded and ran an events business for 5 years, helping international people discover London and make new friends through curated experiences.
- Planned and managed events end to end: concept, venues and partners, budget, logistics, promotion and hosting on the day.
- Built and grew a community of newcomers to the city, and designed the platform, brand and event materials.

UX/UI Designer | Stonegate Group, UK — Mar 2018 – Feb 2019

- Designed user flows and websites for hospitality venues, improving usability and bookings.

Marketing & Designer | BAIS Argentina — Jan 2012 – Dec 2013

- Designed event interfaces and materials, refined website style guides, and developed marketing strategies to improve conversion rates.

Graphic Designer | Hermel, El Salvador — Jan 2011 – Jan 2012

- Designed brochures, flyers, digital graphics and product packaging.