

Alba García Santana

Product Designer · UX/UI · CRM, HRM & internal tools

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Education

Master's in User Experience Design
UNIR · 2021 - 2022

Master's in Graphic Design
Instituto Artes Visuales · 2011 - 2012

Bachelor's in Graphic Design
EASDGC · 2012 - 2016

Higher Technical Certificate in Illustration
EASDGC · 2010 - 2012

About me

Product Designer specializing in UX/UI, CRM, HRM, internal tools, and design systems. I turn complex operations and scattered information into clear workflows and consistent interfaces, partnering with business, analysts, developers, and QA.

Key competencies

Product Design · UX/UI · Design Systems · Design Tokens · Variables · Components · User Research · Information Architecture · Accessibility · Prototyping

Work Experience

Bitbox (IKEA) | Mid UX/UI Designer
feb 2024 - aug 2026

- Designed CRMs and internal tools to centralize information and streamline marketing, logistics, and people management processes.
- Conducted interviews, research, UX audits, information architecture, and high-fidelity interface design.
- Designed Rita 2.0, a Figma design system based on design tokens, variables, modes, components, component properties, and variants.
- Contributed to the design of a CRM for audience segmentation, a customer data centralization solution, and the initial definition of an HRM from scratch.

Biwi | UX/UI Designer
may 2022 - feb 2024

- Designed interfaces, flows, and prototypes for digital projects in close collaboration with business stakeholders and development teams.
- Applied usability, responsive design, and visual consistency principles.

Agree Negocios | Web Designer
dec 2019 - may 2022

- Designed and redesigned websites for a business group spanning tourism, restaurants, retail, and innovation.
- Managed WordPress design and implementation, then transitioned into closer collaboration with development.

Additional experience

E-commerce Specialist · Fund Grube · 2018 - 2019
Web Designer · Jugueterías Nikki · 2017
Graphic Designer · Grupo Dermia · 2016
Graphic Designer · Wolf Oil Corp. · 2016

Skills

Tools

Figma
Jira
HTML/CSS
Clarity
Google Analytics
Adobe CC

Languages

Spanish (native)
English (B2+)