

UX/UI Designer | Product Designer

Verónica Santchordi

Research, prototyping, interface design and development

DESIGNING
PEOPLE-CENTERED
DIGITAL EXPERIENCES

I design digital products end to end: user research, flows, wireframes, prototypes and interfaces, and I take them to production with no-code tools and CMS, working closely with clients and developers. I've worked on web and mobile apps, including copywriting, SEO and content management, and I have a working knowledge of HTML. Previously, I led teams of up to 15 people for over 10 years in luxury retail, with a focus on customer experience and data analysis.

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Work experience

UX/UI Designer | Bold
March 2025 – Present

UX/UI design and no-code development for B2B projects. I manage the entire process, from identifying client needs to launch: user flows, wireframes, prototypes, interface design, development or handoff to the technical team, and overseeing implementation.

Product Designer | R&N · Freelance project
July 2026 - October 2026

Manage the entire website project for R&N: defined requirements with the client, handled the full design process, wrote the website copy, and developed and implemented the SEO strategy.

Product Designer | Nuddi · Personal project, iOS app
September 2025 – June 2026

I designed an app for divers in close collaboration with a developer. I conducted interviews, surveys, and competitor app analysis to identify unmet needs and translate them into features. I designed user flows, a prototype, and the interface.

UX/UI Designer | Cicla · Collaborative bootcamp project
June 2024

I redesigned the website for a menstrual health platform to enable content purchases and service bookings. I worked on user research, ideation, components, and prototyping as part of a four-person team, collaborating closely with the company.

Operations Manager | Zegna
July 2013 - May 2024

I led a multicultural team of up to 15 people. Through customer-focused strategies and data analysis, annual revenue grew by up to 25% over a year, and we achieved a 98% customer satisfaction score (NPS). I recruited and trained new team members.

Assistant Store Manager | Zegna, London
March 2011 - June 2013

I led a team of over 10 people in a luxury retail environment, increasing NPS to 95%. I managed merchandise, window displays, and inventory in coordination with suppliers.

Education

Advanced Figma Prototyping | Figma Edu
May 2025

Design Systems | Figma Edu
October 2024

UX/UI Design Bootcamp | UXER School
January 2024 - July 2024

Bachelor's Degree in Interior Design | BAU, University Centre of Arts and Design

Skills

Research

Interviews, surveys, competitor analysis, card sorting, tree testing

Design

User flows, wireframing, prototyping, UI design, information architecture, components

Tools

Figma, Framer, Framer CMS, Photoshop, Base44, HTML (basic proficiency), Claude (research, copywriting, coding, website launches, and AI-assisted prototyping)

Collaboration

Collaboration with developers and clients, team leadership, data analysis, communication

Languages

Spanish/Catalan
Native languages

English
C1

Additional Training

Adobe Photoshop
2024- FCI - 45h

Adobe Illustrator
2024- Indice Formación - 50h