Mari Barredo

Product Designer

EXPERIENCE

Lead Product Designer at **Farfetch**

September 2019 - Present / London, UK

Concurrently leading multiple projects in an Agile envorment with intuitive, clean and user-centric design solutions. Working closely with journey stakeholders, product owners, architects and developers to ensure business requirements and user needs are properly met and communicated. Maintenance and ownership of products throughout all phases of development.

- Leading designer of the merchandise management products that will replace all legacy systems used to merchandise for Farfetch Market.
- Facilitates usability tests, user testing and other key quantitative and qualitative efforts to ensure the performance and eficacy of products with users and product leadership.
- Leading a small team of designers within the Consumer Product Design team, designing tools for Farfetch Marketplace.

Senior Product Designer at **Elsevier**

October 2016 - August 2019 / London, UK

Led the back-end stream of work for the delivery of a CMS solution by designing a flexible, reusable, modular CMS for the portfolio of 600+ scientific journal websites to give editorial teams maximum flexibility to roll out new sites and functionality effectively.

Senior UX/UI Designer at **Co-Sector**

October 2012 - September 2016 / London UK

Designed and delivered accessible open-source software experiences for learners and educators from concept to implementation. I worked on 200+ university/colleges e-learning systems, websites and intranets.

Designer / Front-end developer at **University of London**

August 2008 - September 2012 / London, UK

Designed and developed digital products for FE, HE websites using a variety of content management systems including, Moodle, Drupal, Wordpress.

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EDUCATION

MA in UX Design
Kingston University
2012 - 2014, London, UK

Dip. Design & Innovation
The Open University
2011 - 2013, London, UK

SKILL SET

Product Design
Service Design
Interaction Design
Research & Discovery
Sketching
Wireframing
Prototyping
User Interviews
Usability Tests
Analytics
User Journey Analysis
Front-end development
Agile/Scrum methodologies
Google Analytics

TOOLS

Figma, Sketch, Framer, Invision, Abstract, Zeplin, Miro