



MIRIAM MATAS

WEB & UX/UI DESIGNER

ABOUT ME

I am a self-taught WordPress Web Designer who is passionate about UX & UI Design. I am currently doing an online part-time master in UX/UI and at the same time am looking forward to applying my learnings & knowledge to exciting projects. **Open for remote work.**

EDUCATION

ELISAVA SCHOOL OF DESIGN AND ENGINEERING
2020 - 2021 | Master, User Experience in Digital Transformation (UX/UI)

ESADE BUSINESS SCHOOL
2012-2016 | Bachelor in Business Administration

WIRTSCHAFTSUNIVERSITÄT WIEN
2015-2016 | Semester abroad, International Management

DESIGN SKILLS

WordPress	●●●●●
Sketch	●●●●●
Canva	●●●●●
Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
InDesign	●●●●●
HTML5 & CSS	●●●●●

DIGITAL MARKETING SKILLS

Microsoft Excel	●●●●●
Google Analytics	●●●●●
Google Ads	●●●●●
Ahrefs	●●●●●
MailChimp	●●●●●

LANGUAGES

Spanish | Catalan | German | English | Italian | French
Native Native C2 C1 B2 A2

EXPERIENCE

2019-now **FREELANCE**
WEB & UX/UI DESIGNER

- Designing & developing UX-friendly websites with WordPress.
- Optimising the websites for SEO.
- Creating & managing Google Ads campaigns to generate new leads.

2017-2020 **WAYFAIR**
ECOMMERCE PRODUCT MANAGER

- Profitably growing a product category by +122% YoY up to €4M yearly revenue.
- Developing and implementing the growth strategy for the product category & communicating it to senior management.
- Coordinating projects with +8 internal teams and +30 external business partners.

2016-2017 **TRIVAGO**
DIGITAL MARKETING CONSULTANT

- Consulting hotels to improve their online performance and CR in the search engine.
- Negotiating CPC with business partners.