

# Luisa Peñalosa Esteban

+34 655 373 203  
luisapenalosa@yahoo.es  
[luisapenalosa.com](http://luisapenalosa.com)

## Employment history

Jan 22 - Present

### Senior product designer at Jeff [jeff.com](http://jeff.com)

As part of the design squad in the product team, I am doing research, looking for solutions, prototyping and measuring new functionalities that are transversal to all business verticals in Jeff

Oct 19 - Jan 22

### Senior product designer at Zityhub (7r ventures) [zityhub.com](http://zityhub.com)

Research, analysis, creation, prototyping and design of a workspaces booking app and a backoffice tool as well. Always in contact with the development and business team to carry out new features.

Design and development in webflow of the commercial web. Ideation, design and development of marketing online campaigns.

Mar 18 - Oct 19

### Product designer at Inditex [zara.com](http://zara.com)

Research, analysis, creation, prototyping, design and testing of new functionalities for products that support the commercial team within the zara.com UX team.

Creation and implementation of the new Design System for zara.com tools.

Apr 06 - Jan 18

### Art director at Dseis [dseis.com](http://dseis.com)

Creation, design and development of campaigns for clients such as Movistar+, Calle 13, Sanitas, Balay, Easyjet, Telecable, Thermomix...

Feb 04 - Apr 06

### Art director at Grupo Sim [gruposim.net](http://gruposim.net)

Creation, design and development of campaigns for clients such as Opel, ING, Volvo, Community of Madrid...

Oct 03 - Feb 04

### Creative Designer at Antonio de Nebrija University [nebrija.com](http://nebrija.com)

Graphic design in the Communication department of the Antonio de Nebrija University.

Oct 02 - June 03

### Artist department assistant at Teatro Carlo Felice di Genova. Italia [teatrocarlofelice.com](http://teatrocarlofelice.com)

Assistant in the artistic direction department, as assistant in musical direction.

## Education

Oct 17 - Apr 18

### Gran curso de diseño de producto digital. La Nave Nodriza. [lanavenodriza.com](http://lanavenodriza.com)

Sep 01 - June 02

### Erasmus scholarship at Politécnico di Milano (III Facoltà di Design). Politécnico di Milano, Italia. [polimi.it](http://polimi.it)

Sep 96 - June 01

### Bachelor of Fine Arts. Design specialty. Universidad Complutense de Madrid. [bellasartes.ucm.es](http://bellasartes.ucm.es)

Sep 89 - June 99

### Piano and Solfeo Degree Conservatorio Profesional de Música de Pozuelo de Alarcón, Madrid.

## Skills

### Design

Product design, user research, user flows, wireframing, prototyping, visual design, design system creation

### Tools

Figma, Sketch, Invision, Webflow, Photoshop, Illustrator, Indesign

### Fluent languages

Spanish, English and Italian