



Rocío de Torres Artillo

PRODUCT DESIGNER

WORK EXPERIENCE

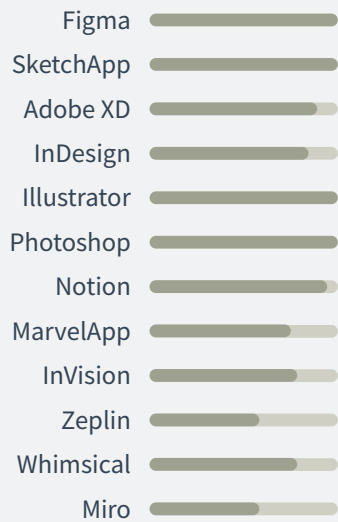
- 2022 **Product Designer at Luca**
Remote EdTech Startup, Mexico. Education platform for schools. Product Design, User Experience & User Interface. UX/UI Lead.
- 2019-2022 **Product Designer at Candu.ai**
Remote Startup, London (UK) y Los Angeles (US) . SAAS platform, "No code" movement. Product Design, UX/UI & branding since the beginning of the startup.
- 2018-2019 **Product Designer at Emergya**
Seville & remote Consultancy group, Seville (Spain). Digital solutions. CX & conversational design with virtual assistants and chatbots. UX/UI design.
- 2016-2017 **Lead designer at Dreamable (LettersTo)**
California & remote Startup, San Francisco (US). Personalized book creation platform. Product strategy, digital & editorial. Design direction, production management.
- 2014-2016 **Senior Designer & Studio Manager at Two Digital Marketing**
London & remote London (UK), move to Madrid (Spain). Digital marketing & design boutique. Digital Designer. Creative Director. Team Manager & Madrid Studio Manager.
- 2012 **Graphic Designer at Pronta Print Uxbridge**
London London (UK). Graphic Design & print studio. Graphic Design, print, finishing and dealing with customers.
- 2011-2012 **Junior Graphic Designer at 737 Shaker**
Madrid Audiovisual production company, Madrid (Spain). TV 3D series. Design, infographics, web, branding, marketing & Style guidelines.

📍 Seville (Spain) / Remote
 ✉ hello@detorresdigital.com
 🌐 www.detorresdigital.com

RESUME

Designer with ten years of experience in Product Design, UX/UI & branding, and an MA in Communication Design at Central Saint Martins (UAL, London). Product lead in different startups working remotely in high-responsibility positions. Former Product Designer at Emergya working with chatbot and conversational design. Former Product Designer at Candu.ai (Los Angeles, California). Four years of experience working in the USA & UK.

SOFTWARES



HIGHER EDUCATION

- 2012-2014 **MA Communication Design. Level 7**
London Central Saint Martins College.
- 2008-2010 **BA Fine Arts**
Barcelona Graphic Design specialization at Barcelona University.
- 2002-2004 **High school. A level**
Seville Europa International school.

LANGUAGES

English: 4 years living in UK & USA
High professional level.

French: 2 months in france
Basic level.

Spanish:
Native.

PROJECTS

- 2014 **Gamethod (Semifinalist in Open Education Challenge accelerator)**
- 2013 **Stoicable (MA project. Philosophy and Communication Design)**
- 2012 **CrocoOuch! (Successful crowdfunfing, Verkami)**

EXHIBITIONS & EVENTS

- 2019 **Speaker - Virtual assistants talk**
Madrid Voice Summit Spain.
- 2014 **Silent Auction**
London Camden Image Gallery.
- 2013 **Communication design in collaboration with King College**
London Somerset house.
- 2008 **Graphic Design presentation**
Barcelona Hispack (International Packaging exhibition).