

# Joel de Palau

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<b>Previous role</b>	Web Designer at Interactiu
<b>Experience</b>	B2B, Design, Consulting, Agency, eCommerce, Web Design, Web 3.0, Marketing, Publishing, Analytics, Social Media, Advertis...
<b>Technologies</b>	Adobe Creative Suite, Figma, Google Analytics, JIRA, Trello, Hotjar, Facebook Ads, Miro

## In 3-5 years I want to be...

An experienced UX product designer who has worked on a variety of projects across different industries. I also look forward to assume responsibilities and lead projects that leverage my skills and expertise, as well as being a mentor of junior designers. I would enjoy being part of a creative, innovative, and collaborative team. Ultimately, I want to have created user-centered designs that make a positive impact in people's lives, delivering intuitive and delightful outcomes that exceed expectations.

## Work experience

### Web Designer, [Interactiu](#)

Jun 2023 – Apr 2024 (10m)

Web development and digital strategies  
B2B · Design · Consulting · Agency · eCommerce · Web Design · Web 3.0

Adobe Creative Suite 

- Designed 700+ homepages for companies and self-employed professionals following CMS guidelines.
- Performed accessibility audits and enhanced 600+ websites.
- Customized CSS and HTML elements to level up web design.
- Facilitated daily communication across departments

### UX consultant assistant and campaign specialist (Internship), [Playbrand](#)

Oct 2021 – Mar 2022 (5m)

Digital strategies, marketing and communication  
B2B · Marketing · Publishing · Analytics · Consulting · Social Media · Advertising · Agency

Adobe Creative Suite      

- Managed advertising campaigns and ad accounts to maximize client ROIs.
- Conducted UX audits and offered actionable suggestions for website enhancement.
- Crafted compelling copy to convey brand messages effectively on multiple platforms.
- Created visually appealing graphics to elevate the aesthetics of ads and social media channels.

# Education

## Nuclio Digital School

Oct 2022 – Apr 2023 (6m)

### Master's Degree UX/UI Design

- Developed Wolfly, a comprehensive travel planning application that streamlines trip organization by enabling users to plan their journeys based on budget, explore new destinations, and connect with fellow travelers worldwide
- Applied key design methodologies and concepts, including User-Centered Design, the Double Diamond framework, Design Thinking, UX Research, Interaction Design, and User Interface Design.
- Executed tasks across various design stages: from User Research to Wireframing and Prototyping, always ensuring Accessibility, UX Writing, and effective Branding and Visual Identity.
- Practiced Agile development principles, incorporating continuous feedback through Usability Testing to refine the user experience.
- Cultivated soft skills such as Project Management, Creative Problem-Solving, Collaboration, Effective Communication, Cooperative Learning, and Active Listening.

## Universitat de Vic – Universitat Central de Catalunya

Sep 2018 – Jun 2022 (3y 9m)

Bachelor's Degree Grado en Multimedia. Aplicaciones y Videojuegos, Desarrollo de páginas web, contenido digital/multimedia y recursos informáticos

- Specialized in UX/UI design, Web and Cross-Platform App Design.
- Gained expertise in Full-Stack Development, Video Game Design, Development, and Production, including Gamification and immersive technologies such as Virtual Reality (VR) and Augmented Reality (AR), Interactive Environments, Digital Marketing and Branding, Agile methodologies and Version Control.
- Developed skills in Digital Art, Graphic Design and 2D/3D Design, Modeling, and Animation.
- Achieved honors with my final degree project, Samsara—a video game that challenged me to combine my technical and creative skills. The project, available at <https://joel-de-palau.itch.io/samsara>, provided hands-on experience in every aspect of game design, development, and production.

## Snippets

### Samsara @ [joel-de-palau.itch.io](https://joel-de-palau.itch.io)

Samsara is an award-winning point-and-click adventure game noted for its captivating storyline, breathtaking handmade graphics, and immersive original soundtrack. The game takes players on a journey to unravel the mystery surrounding the Czarnecki's residence from decades ago, challenging them to solve intricate puzzles and follow clues that will ultimately reveal what happened.

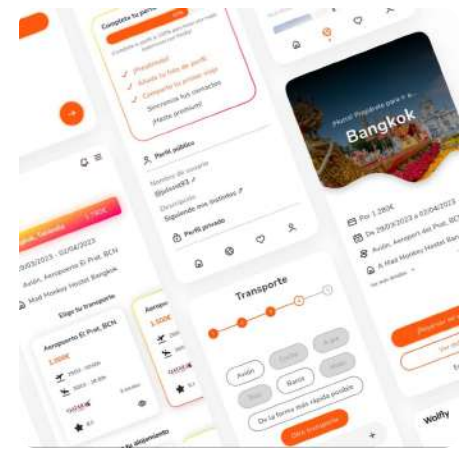
Samsara is designed and developed by Joel de Palau as the culmination of the Final Degree Project. With a unique blend of mystery, adventure, and stunning artistry, this game offers an unforgettable experience that aims to leave players captivated from start to finish.



## Wofly: The Magic Of Travel @ [link.medium.com](https://link.medium.com)

Wofly is my Master's Degree final project, a travel planning application that aims to simplify the process of finding the best flight and accommodation options while exploring new destinations. This application allows users to plan their trips based on their budget in just a few minutes, connect with travelers from around the world, and discover hidden gems.

This article provides an overview of the design process of this prototype where I also share my thoughts and learnings.



## More about me

### My biggest achievement is...

Successfully presenting my final degree project in a contest, despite my stutter. I had to speak in front of a large audience, with cameras rolling, juries present, and a microphone amplifying every word. This experience taught me the importance of perseverance, preparation, and believing in oneself. It was a challenging but incredibly rewarding experience that has given me the confidence to tackle any obstacle that comes my way.

### I want to work for a company that...

Builds dynamic and inclusive teams, supports and promotes diversity, innovation and focus on continuous improvement.

### Outside of work I...

Spend time sharing my passions with friends, such as music, volleyball, go for a walk, hangouts, debating in assemblies and so on.

### Interests

Music interpretation and composition, art, illustration, culture, history, activism, politics, animals, nature, ecology, travelling, volleyball, series and films.

### I like to work with people who...

actively cultivate a positive and inspiring work environment.

### At work I'm best at...

working on creative tasks and collaborate with cross-functional teams.

### In 3-5 years I want to be...

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### Languages

English, Spanish, Catalan