# Teresa Novoa

## UX designer

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## Profile

Product-oriented UX/UI Designer specialized in structuring design systems, defining complex user flows, and translating business requirements into clear, efficient experiences. I bring rigor in user research, information architecture, and high-fidelity prototyping, ensuring coherence, scalability, and speed across product teams. I have experience designing for multi-profile platforms (Gaddr Jobs) and operationally demanding environments (Hygea), where I've improved processes, reduced friction, and optimized interfaces for users with very different needs.

## Education

### Bootcamp UX/UI Product Designer

The Bridge School │ 04/2022 – 08/2022 │ Madrid
Research, ideation and conceptualization, usability and accessibility, interaction, design systems.

### Specialization Program in Usability and User Experience

UX Learn Estudio Torres Burriel │ Oct-Nov 2024
Human-Computer Interaction (HCI), behavioral psychology in design, universal design and accessibility, usability principles and behavioral design, information architecture, user-centered design for AI, voice interfaces, and smart devices, design standards and documentation, UX evaluation methodologies.

### Advanced University Course in Generative AI

UDIA/UCAM │ 02/2024 – 09/2024 │ Madrid

Use of tools for business automation, generative AI for audiovisual content creation.

### Degree in Audiovisual Communication

European University of Madrid │ Madrid

## Professional Experience

### UX/UI Designer (Lead)                          Gaddr Jobs

02/2025-10/2025                          Sweden (Remote, Freelance)

Gaddr is an international platform founded in 2016, award-winning and previously ranked among top trending apps. The company is currently expanding into a multi-product ecosystem (Gaddr Jobs, Gaddr Me, Gaddr Search), where I contributed to redesigning the product and defining new features.
• Led UX/UI efforts in a small design team, collaborating closely with product managers on priorities and deliverables.
• Structured and maintained Figma files, design systems, and naming conventions.
• Designed user flows, wireframes, and interactive prototypes for job-seeker and freelancer features.
• Oversaw UX and UI across multiple product phases (MVP, Beta and upcoming expansions).
• Created documentation and onboarding guidelines for fellow designers.
• Adopted AI-powered design tools to accelerate prototyping and iteration.

### UX/UI Designer                          Hygea

04/2022-05/2023                          Madrid, Spain

Hygea is a startup in the facility-services sector developing a mobile and smartwatch solution for cleaning-staff fleet management. The MVP aimed to digitize task tracking, incident reporting, and time logs using a Samsung Watch in environments where workers cannot rely on their phones.
Key contributions:
• Designed core user flows for mobile and smartwatch interfaces, prioritizing simplicity, clarity, and accessibility in high-pressure working environments.
• Created high-fidelity wireframes and interactive prototypes to validate the product vision with stakeholders and potential investors.
• Conducted user research with cleaning staff and operations managers to understand real needs, pain points, and workflow constraints.
• Improved navigation, information architecture, and legibility based on research insights.
• Applied Design Thinking and collaborated closely with developers to align design decisions with technical feasibility and the MVP roadmap.

### Photographer and Retoucher                          Freelance

2008 -2022                          Madrid/London

Managed my own studio, providing portrait, fashion, and beauty photography services. Used advanced digital retouching techniques to enhance visual quality. Handled business operations, including planning, logistics, and marketing.

### Organic Farm Manager                          Finca O Rial

2018 -2020                          Ourense

Managed daily operations, logistics, and process optimization to improve efficiency. Implemented marketing strategies that boosted commercial growth.

## UX Tools (among others)

Figma (AI plugins) • Cursor • Replit • Framer • V0 • ProtoPie • Flowise • Composio Maze • Useberry • Dovetail • Optimal Workshop • Notion • Whimsical

## Other Software

Photoshop • Adobe Creative Suite • Webflow • WordPress • Elementor

## Soft Skills

• Critical thinking: Strong analytical mindset for UX problem-solving and design decisions.
• Continuous improvement: Detail-oriented, iterative approach to workflows and deliverables.
• Empathy & active listening: User-centered mindset; team-aware and supportive.
• Autonomy: Proactive, self-directed, with strong ownership of tasks and documentation.
• Problem-solving: Calm and resourceful in technical and design challenges.
• Team collaboration: Clear communication, onboarding support, and cross-functional alignment.

## Languages

Spanish • English C1 (fluent)