

# Irene Tanarro Moreno

Product Designer | UX/UI Designer | Web Developer

Copenhagen, Denmark | EU Citizen (no work permit or visa sponsorship required) | Open to hybrid, on-site or remote  
itanarro07@gmail.com | [tanarro.dk](http://tanarro.dk) | [linkedin.com/in/irenetanarro](https://linkedin.com/in/irenetanarro)

## PROFESSIONAL SUMMARY

---

**Product Designer and UX/UI Designer** with web development skills, taking digital products end to end, from user research, wireframing and high-fidelity prototyping in **Figma** to production websites built in Framer, WordPress and HTML/CSS. **Works with AI daily**, integrating tools like **Claude and Claude Code** into design, research and development workflows to accelerate delivery, and has designed conversational flows for AI-powered chatbots. Shipped **4+ client projects**, including a restaurant website ranking organically on Google with **2,000+ reviews** and a scalable **design system** deployed across **3 international markets**. Backed by a **Master's in Digital Marketing**, combining design craft with SEO, analytics and conversion thinking.

## WORK EXPERIENCE

---

### UX/UI Designer & Web Developer

Sep 2025 – Present

*Localmetric, Madrid, Spain*

- Design and build production websites **from concept to launch**, spanning **UX research** and **hi-fi prototyping in Figma** to development in **Framer, WordPress and HTML/CSS**, delivering **15+ production pages** to date.
- **Integrate AI into daily design and development workflows**, using **Claude and Claude Code** for research synthesis, content creation, rapid prototyping and AI-assisted development, **cutting delivery time** on client projects.
- Shipped **4+ client projects**, including a restaurant website now **ranking organically on Google** with **2,000+ reviews** and a scalable **design system** deployed across **3 international markets**.
- Redesigned **information architecture** and visual content hierarchies, enhancing navigation and readability across key digital touchpoints.
- Conducted **UX research** to map user search patterns, aligning web content with real **user mental models** and minimizing content mismatch across the site.
- Led **brand narrative and visual communication strategy**, achieving consistent messaging across all user touchpoints.

### Junior Digital Marketing Specialist

Jun 2025 – Sep 2025

*Castilla Termal Hoteles, Valladolid, Spain*

- Audited and redesigned the complete website of a **5-hotel spa group** and its restaurants with a **UX-first approach**, restructuring navigation and **optimizing booking flows** to remove friction and **increase conversion**.
- Identified **usability issues** through **data analysis** and implemented design-driven improvements, boosting visitor engagement and streamlining the booking experience.
- Redesigned **8+ conversational flows for an AI-powered customer service chatbot**, raising response accuracy and smoothing the customer service experience.

### VFX Artist

Oct 2023 – Mar 2024

*Entropy Studio, Madrid, Spain*

- Produced high-fidelity visual compositions and motion graphics using **After Effects, Blender and DaVinci Resolve**, developing an advanced command of **visual hierarchy, color theory** and attention to detail under tight production deadlines.

### Retail & Customer Experience

2022 – 2025

*Adidas, Nike & Diesel*

- Built deep **user empathy** through direct observation and interaction with customers in high-volume retail environments, identifying **behavioral patterns and unmet needs**, a foundation that directly informs my UX research approach.
- Developed strong **communication and problem-solving skills** in customer-facing roles across 3 global retail brands, quickly detecting friction points and adapting solutions in real time, transferable skills at the core of **UX practice**.

## PROJECTS

---

### UX & Visual Rebranding: Tous Atelier (Academic Project)

Oct 2024 – Jun 2025

- Designed a complete **visual rebranding proposal** over a 9-month engagement based on a real client briefing, covering brand identity, tone and digital touchpoints.
- Mapped and optimized **user journeys** to drive **conversion and retention**, identifying friction points in the digital experience and proposing design-led solutions.
- Designed **automated email flows in Salesforce Marketing Cloud** and **visual templates in Figma** to maintain brand consistency and elevate the overall digital experience.

### Performance Marketing: Solo Nuts (Academic Project)

Mar 2025

- Planned and executed paid social campaigns in **Meta Ads Manager**, using audience segmentation, **A/B testing** and performance reporting to optimize delivery of a **paid media budget of up to €5,000**.

## CORE SKILLS

---

**Product & UX/UI Design:** Product design, user research, wireframing, hi-fi prototyping, design systems, user journey mapping, information architecture, interaction design, responsive design, usability testing, user-centered design, Double Diamond, end-to-end design process

**AI & Generative Tools:** Daily AI-integrated design and development workflows, Claude, Claude Code, ChatGPT, Gemini, Adobe Firefly, Runway ML, Lovable, Notion AI, Jasper, prompt engineering, AI-assisted development, conversational UX / chatbot flow design

**Design Tools:** Figma, Framer, Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Blender, Maya, DaVinci Resolve

**Web Development:** WordPress, HTML, CSS, Oxygen Builder, Divi, VS Code

**Marketing & Analytics:** Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Ads, Meta Ads, Salesforce Marketing Cloud, Google Analytics, Google Trends, Microsoft Clarity, Looker Studio, Power BI, Tableau, A/B testing, Conversion Rate Optimization (CRO), Trello

## EDUCATION

---

### Master's in Digital Marketing

2024 – 2025

*ISDI Digital Talent, Madrid, Spain*

- Marketing strategy, behavioral economics, branding, research design, CRM, SEO/SEM and growth funnels, including **Marketing AI: prompt creation, automation, generative AI and data storytelling**.

### Degree in Audiovisual Communication & Diploma in Direction and Production of New Formats in TV and Digital Cinema

2024

*Francisco de Vitoria University, Madrid, Spain*

### Nuke.X Seminar: Advanced 2D Compositing

2023

*Francisco de Vitoria University, Madrid, Spain*

## LANGUAGES

---

English (C1, full professional proficiency) | Spanish (Native) | French (A2)