

# Irene Tanarro Moreno

## UX/UI Designer & Web Developer

Copenhagen, Denmark | EU Citizen (no work permit or visa sponsorship required) | Open to hybrid, on-site or remote  
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### PROFESSIONAL SUMMARY

**UX/UI Designer and Web Developer** taking digital products end to end, from user research and hi-fi prototyping in **Figma** to production sites built in **Framer, WordPress and HTML/CSS**. Built a company's **design and web function from scratch** and now runs **7-10 client projects in parallel**, with **15+ shipped** and a **design system deployed across 3 international markets**. Works with **Claude and Claude Code** daily across research, design and development, and backs design craft with SEO, analytics and conversion thinking from a **Master's in Digital Marketing**.

### WORK EXPERIENCE

#### UX/UI Designer & Web Developer — Design & Development Lead

Sep 2025 – Present

*Localmetric, Madrid, Spain — remote from Copenhagen*

- Built the company's **design and web function from scratch**, defining the **research, design, build and client handoff processes** that did not exist before the role was created.
- Own the full project pipeline, running **7-10 client projects in parallel** and acting as **final design decision-maker**, presenting and defending the work directly to **clients, account managers and company leadership**.
- Stay **hands-on across every build**, choosing the stack and owning the technical implementation from **Figma prototype to production** in **Framer, WordPress and HTML/CSS**, briefing client-side or **external developers** when a project calls for them.
- Created and now maintain the **design system every project is built on**, holding visual and brand-narrative consistency across clients and **cutting build time** on new pages.
- Designed and built a specialty-coffee brand's location sites across **Spain, the US and Argentina**, one of which now **ranks 3rd organically on Google** for its main local search term.
- Introduced an **AI-assisted workflow** with **Claude and Claude Code**, now **used across the whole team**, for research synthesis and fast concept iteration, shortening brief-to-first-proposal time.

#### Junior UX/UI Designer & Web Developer

Jun 2024 – Sep 2025

*Localmetric, Madrid, Spain*

- Delivered **15+ production pages** across **4+ client websites**, turning Figma designs into **responsive, production-ready builds**.
- Reworked **user flows** around **real search behaviour**, mapping how people actually looked for the service and restructuring site content to match.

#### Digital Marketing Intern

Oct 2023 – Mar 2024

*Castilla Termal Hoteles, Valladolid, Spain*

- Audited and redesigned the complete website of a **5-hotel spa group** and its restaurants, **restructuring the navigation** so guests could move between the five properties and their venues without getting lost.
- **Cut the number of steps in the booking flow**, using **data analysis** to locate where users dropped off and removing the friction behind it.
- Redesigned **8+ conversational flows** for an **AI-powered customer service chatbot**, reorganising how it handled the most common guest queries.

#### Retail & Customer Experience (part-time)

2022 – 2024

*Adidas, Nike & Diesel*

- Customer-facing roles across **3 global retail brands** while studying, spotting friction and adapting in real time with high volumes of customers — where my habit of **observing users first-hand** comes from.

## PROJECTS

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### 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 ran paid social campaigns in **Meta Ads Manager**, managing a **€5,000 budget** with audience segmentation and **A/B testing**.

## CORE SKILLS

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**Product & UX/UI Design:** Product design, user research, wireframing, hi-fi prototyping, design systems, user journey mapping, information architecture, interaction design, responsive design, accessible design (contrast, hierarchy, legibility), guerrilla 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

**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

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### 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

2024

*Francisco de Vitoria University, Madrid, Spain*

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

2023

*Francisco de Vitoria University, Madrid, Spain*

## LANGUAGES

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Spanish (Native) | English (C1, full professional proficiency) | Danish (beginner, currently studying) | French (A2)