Lucía Herrera

Product designer · Valencia

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I design products people enjoy: clear, kind and quick to learn.

EXPERIENCE

Product designer

2021 - now

Brightline, Valencia

- Leads the design of the mobile app, used by 40 shops in Valencia.
- Runs the user interviews behind every new feature.

Junior product designer

2018 - 2021

Brightline, Valencia

- Drew the first design system of the company.

STUDIES

BA in Design

2014 - 2018

University of Valencia

SKILLS

Interaction design, User research, Prototyping, Design systems

LANGUAGES

Spanish (Native), English (Fluent), Catalan (Fluent)