



Núria Badia Comas

Experienced UX/UI Designer with a passion for exceptional user experiences. Strong leadership skills, focused on driving impactful projects. Committed to continuous growth and collaboration with innovative teams to deliver remarkable digital solutions.

Professional Experience

Lead UX • IU Group • June 2023 - Present

Enhancing the learning domain by establishing UX standards through in-depth student research and surveys. Facilitating tight-knit collaboration with the development team, Learning Experience Managers, Product Manager, and Data Analysts, to deliver user-centered, superior outcomes.

Teamlead UX/UI Design • IU Group • May 2022 - May 2023

Leading and mentoring UX designers, ensuring high-quality results and a positive team culture. Prioritizing data-driven UX and user-centric product strategy to elevate UX maturity. Defining OKRs and collaborating with stakeholders to achieve valuable outcomes. Maintaining and coordinating the Web UI Library.

Lead UX/UI Design • IU Group • Dec 2020 - May 2022

Responsible for the UI Library maintenance. Providing professional leadership to a team of eight UX/UI designers. Being the main contact person in the company for UI/UX topics.

Senior UX/UI Design • IU Group • Oct 2019 - Nov 2020

Conducting UX optimization: information architecture, visual hierarchy, customer journey, among others, for different company websites in an agile and collaborative team. Conducting usability, A/B testing, and user surveys. Setting up the UI Library.

Senior Manager Screen Design • Sky Deutschland Fernsehen GmbH & Co. KG. • Mar 2017 - Sep 2019

Conceptualizing, designing, and implementing online and graphic projects for different websites, microsites, social media channels, online advertising, newsletters, apps, etc.

Manager Screen Design • Sky Deutschland Fernsehen GmbH & Co. KG. • Mar 2014 - Feb 2017

see Senior Manager Screen Design

UX/UI and Graphic Designer • Freelance • Aug 2008 - Present

Conceptualizing, designing, and implementing digital (and print) communication solutions for social, touristic, IT, and electronic companies, i.e. Audi, Praktikawelten, Canto, Vorwerk, Groh, Bulthaup, DocuWare.

Web- and Print Designer • Jenomics GmbH • Jul 2007 - Jul 2008

Conceptualizing and designing print and online solutions, flash animations, 3D modeling, texturing, and animation.

Web and Multimedia Specialist • Sanafir new media & online AG • Mar 2007 - Jul 2005

Conceptualizing and designing communication solutions for print and online for clients such as BMW, EADS.

Webdesigner • 3Kon GmbH - Infomationstechnologie (Jena) • Oct 2002 - Jul 2005

Conceptualizing and designing websites. Programming (HTML and CSS) with CMS Typo3. Providing client training about CMS Typo3, CSS, online design, and flash.

Expertise

Research: Interviewing • Usability testing • Card sorting • A/B testing • User and Competitor Research •

Google Analytics • Mouseflow • Contentsquare

Design: Design Sprints • Design Systems • Sketching • Wireframing • Prototyping • User Interface Design •

Interaction Design • Art Direction • Design Thinking • Information Architecture • Figma • Sketch • Adobe XD •

Photoshop • Illustrator • InDesign

Others: Content Strategy • Presentations • Team Management • JIRA • Confluence

Soft skills

leadership • decision-making • conflict resolution • delegation • time management • negotiation • adaptability • mentorship • resilience • innovation • empowerment • problem-solving mindset • passion for excellence • empathetic • team player and collaborator • adaptive • open-minded • analytical • reliable

Education

Contentsquare University • Dec 2022

Fundamentals

Proaktiv Management GmbH • Mar 2022

Agile Leadership Training

LinkedIn Learning • continuously

Courses about UX, Figma, Sketch and Design Systems

Samshing Conference • 2020

Online Workshops: Designing for Emotion Masterclass • Designing Websites that convert • Psychology for UX and Product Design

Sky Academy • 2019

Trainings on Communication and Project Management

Universitat Oberta de Catalunya, Online • June 2009

Graduate of Multimedia, with specialization in Design

Bauhaus University Weimar, Germany • Exchange Semester 2002

Exchange Semester in Bauhaus University in Weimar, in the faculty of Media Art and Design

Pompeu Fabra University, Catalonia (Spain) • 2002

Graduate of Audiovisual Communication, with specialization in Multimedia

Roskilde University, Denmark • Exchange Semester 2000

Exchange Semester in RUC, in the faculty of Communication Studies

Languages

Catalan: native • **Spanish:** fluent • **German:** fluent • **English:** proficient (certificate in advanced English) • **Italian:** intermediate

Hobbys

Trainer for orienteering (sport) • climbing • yoga • meditation • family & friends