

Lola González Gutiérrez

SENIOR UX/UI DESIGNER · DIGITAL PRODUCT & WEB EXPERIENCE

✉ lolagonzagutie@gmail.com ☎ +34 634 525 179 ⓘ lola-gonzalez-ux 🌐 lolagdesign.com 📍 Madrid, ES

Senior UX/UI designer with 8+ years driving measurable conversion and usability improvements for digital platforms. Hands-on across the full product cycle —research, information architecture, prototyping, front-end implementation— and fluent in cross-functional collaboration with marketing, SEM and product teams.

Digit E-learning 2025 Award winner for Best User Experience.

EXPERIENCE

EALDE Business School | Senior UX/UI Designer · 2021 – 2026

- Redesigned the student portal's information architecture and navigation in Salesforce Digital Experiences, reducing document-download flow from a multi-step search to 3 clicks and measurably decreasing support ticket volume.
- Owned end-to-end design and conversion optimization for programme landing pages, driving conversion rate improvements across three flagship Master's programmes — including a 44% relative increase (1.8% → 2.6%) on the highest-performing campaign — through iterative testing with the SEM team.
- Architected and built three custom technical integrations for the corporate website (Salesforce CRM lead automation, cross-site WooCommerce data sync, GoToWebinar live calendar), eliminating manual data entry across marketing operations.
- Built internal no-code/AI-assisted tooling to track landing page conversion data in real time and monitor site performance over time — enabling data-driven design decisions without engineering dependency.
- Led a structural redesign of the email communication system with the product management team, shifting from generic broadcast messaging to a funnel-based, conversation-driven model — resolving cross-client rendering issues and improving engagement.
- Recognized with the Digit E-learning 2025 Award for Best User Experience.

UpToBe Marketing | Graphic & Web Designer · 2021

- Design and development of websites, landing pages and email templates for 12 agency clients.
- Design of creatives for digital advertising campaigns.
- Development of visual brand identities.
- Maintenance of the agency's own website.

Grupo Gransolar | Graphic & Web Designer · 2020 – 2021

- Design and development of the group's corporate website, built as a presentation tool for major investors.
- Design of brochures and corporate materials.
- Maintenance of the websites of the group's 6 subsidiary companies, built in WordPress.

AGC Asista Global Corporate | Graphic & Web Designer · 2019 – 2020

- Development of visual brand identities across the group's 4 business lines, including a colour-coded multi-brand system.
- UI/UX design for websites and apps using WordPress and Angular JS.
- Design of creatives for advertising campaigns and social media.

Freelance | Graphic Designer & Illustrator · 2017 – 2019

- Layout for 20+ textbooks for publishing houses, including McGraw-Hill.
- Illustration of educational books.
- Art direction for the video game Conectado.

Inteligencia Online | Web Designer & SEO · 2016 – 2017

- Corporate web maintenance and brand material design.
- SEO audits for clients.
- Website development for clients using WordPress.

KFC Cold Lake | Supervisor · 2014 – 2015

- One year living and working in Canada. Team management experience in an international environment.

Editorial Adams | Illustration Internship · 2012

- Internship as an illustrator at a publishing house.

TECHNICAL SKILLS

UX/UI: Interface design, UX research, wireframing, prototyping, information architecture, web accessibility

Web platforms: WordPress · Webflow · Unbounce · Salesforce Digital Experiences · WooCommerce

Design software: Figma · Sketch · Adobe Illustrator · InDesign · Photoshop · After Effects · Premiere Pro · Procreate · Articulate Rise · Canva

Front-end: HTML5 · CSS3 · JavaScript · jQuery · Bootstrap · Visual Studio Code · Angular JS

Digital marketing: SEO · Google Analytics · Google Ads · SEMRush

Other: Salesforce CRM · Marketing Cloud · GoToWebinar · WooCommerce · Notion

LANGUAGES

- **Spanish:** native
- **English:** fluent. Intensive courses at Cambridge House (2015) and one year living and working in Canada
- **French:** B1. Certified by the Institut Français

AWARDS & RECOGNITION

- Digit E-learning 2025 Award for Best User Experience (UX): awarded to EALDE Business School.
- Hack for Good 2016: 1st prize Best Serious Game (Universidad Complutense), 2nd prize Best Educational App (Cátedra Telefónica-UNIR), 2nd prize Best Project (Universidad de Comillas).
- I Hackathon BNE: First prize.

EDUCATION

- **BA in Graphic Design** · ESD Madrid · 2012 – 2016
- **Higher Diploma in Illustration** · Escuela de Arte nº10 · 2010 – 2012

CERTIFICATIONS

- **UX/UI Design Specialisation: From Research to Accessibility (12h)** · Domestika · 2026
- **Building an Online Store in WordPress (12h)** · Domestika · 2021
- **SEO Course (100h)** · Femxa · 2020
- **Digital Photo Editing Course (164h)** · Centro Gredos San Diego · 2010