



## Jordi Lloret

Lead Designer / UX Lecturer



LinkedIn  
[@jordilloret](#)

### Skills

Visual, written, communication and persuasion skills.

Desk research

Moderated & Unmoderated qualitative testing

Analytics driven

Wireframing

Prototyping

UX Design

Strategic & lateral Thinking

### Languages

English | Fluent

Spanish | Native

Catalan | Native

French | Basic competence

### Contact



Email  
[jordilloretb@gmail.com](mailto:jordilloretb@gmail.com)



Portfolio  
<https://jordilloret.net/>



Phone  
(+34) 650 414 946



Location  
Barcelona, Spain

### About me

Have been in the field for almost 14 years, currently I lead and manage design teams and design products that people use, enjoy and convert.

Coming from very humble projects until apps used by +50M daily, I try to deliver value combining a data driven approach plus my passion for Human computer interaction and behaviour, keeping always an eye on business objectives and technical feasibility.

### Experience (1/2)



SCRM Lidl International Hub

#### Lead Designer

Feb 2021 - Present

- Create, scale, manage and guide a group of 6 designers splitted into the domain's squads, improving processes and Ops.
- Granting the consistency between products within the domain and other features, teams and platforms of the group.
- Leading the design strategy and processes end to end, from the research, ideation, design, hand-off analysis and iteration.

#### Senior UX Designer

Nov 2019 - Feb 2021

- Worked in Gamification, e-commerce, loyalty and data squads as the main UXer.
- Ideating, reseraching, designing flows, wireframes, and prototyping, writing and UI.
- Continuosly analysing UX through data to unveil new oportunities.



Nuclio Digital School

#### UX Lecturer

June 2020 - Present

- Teacher in the UX module of the UX/UI Bootcamp of the following subjetscs:
- HCI and Cognitive Biases, Analytics for UXers, Gamification, Portfolio Creation.



EAE Business School

#### UX Lecturer

March 2021 - Present

- Teacher in the UX module of Digital MKT Master of the following subjetscs:
- Information Architecture, Web Navigation Patters.



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### Experience (2/2)



21 Buttons APP

#### Senior Product Designer / Researcher / UX

Aug 2019 - Nov 2019

I was the UX assigned to 2 squads.

- My main mission in one was to develop a gamification strategy with the objective of generate new users, improve session numbers per user and increase long time retention.
- The other squad main focus was to investigate the best way to increase video creation and consumption.



Pronovias Group

#### UX Manager

Nov 2018 - Jul 2019

- Lead of a small team of UX to deliver:
- Best bridal experience from persuasion on the digital channels until the appointments on the store.
- Advocate to hire both quantitative tools like AB Tasty, as to generate evaluative and generative user testing.

#### UX Designer

Mar 2015 - Nov 2018

- Wireframing, Prototyping and Coding UI of Ecommerce, Non-Transactional Sites, In-house Digital tools and Blogs.
- Analysis, Qualitative & Quantitative Research in order to improve and iterate designs to increase performance, ROI or different Kpis.

### Main Education (Most relevant)



Elisava - Cesine

#### Bachelor honours degree, Industrial Design Engineering

2008 - 2011



Interaction Design Foundation

#### Multiple design certifications & continuous learning

2014 - Present



Power MBA

#### Business mini MBA

2019