

# Carlos Pi

UX • DESIGN • COMMUNICATION

[www.carlospi.com](http://www.carlospi.com) - +34 616 226 099 - [mail@carlospi.com](mailto:mail@carlospi.com)



## PROFILE

Senior design & communication professional with specialisations in Interactive / UX Design, technology trends and environmental communication. Has provided technical, managerial, executive and diplomatic functions for businesses, agencies and government organisations internationally.

## EXPERIENCE

See [www.carlospi.com](http://www.carlospi.com) for extended project information

### DESIGN & USABILITY MANAGER, Emagister.com

2011-2013

Product design, brand repositioning and complete redesign of all pages of the site, with significant changes in layout, main elements and functionalities and major improvements in usability.

- Design Direction
- Product Specification
- User Interface Design
- Brand Values & Positioning
- Internal & external communication
- User Experience UX Management
- Product Design
- Prototyping
- Corporate Identity Design
- Creative Agency Management
- Information Architecture
- Wireframing
- UX Testing & Research
- Marketing & Advertising
- Client & Corporate Presentations

### UX / SOCIAL MEDIA / WEB + MOBILE CONSULTANT, Worldwide

2009-2011

Design and communications consultancy for various agencies and international clients. Projects include UX design for complete, new global retail websites and mobile/tablet applications.

- Trends & Innovation Research
- IA, Wireframing & Design
- Social Media Coaching
- Project Management
- Creative Direction
- Client Liaison

### HEAD OF COMMUNICATIONS, Galapagos National Park, Galapagos Islands

2006-2009

Strategic and technical leadership under an international aid programme setting on behalf of the Spanish Government. Projects include a 5-year Communication, Education and Participation Strategy, design of the San Cristobal Environmental Interpretation Centre and the Galapagos National Park website.

- Environmental Communication
- Creative & Design Direction
- Print & Web Design
- International Relations
- Budget Planning
- Science Communication
- Graphic & Identity Design
- Editing & Copywriting
- Sustainable Development Goals
- Project Management
- Strategic Communication
- Exhibition Design
- Documentary Filmmaking
- Executive Reports & Accountability
- Stakeholder Liaison

### CREATIVE DIRECTOR, Carrots Advertising S.L., Barcelona, Madrid, Mexico, Perú

2003-2005

Executive creative leadership for leading national and international brands.

- Creative and Art Direction
- Advertising & Marketing Strategies
- Team Leadership

### SENIOR INTERACTIVE DESIGNER, Fitch London

1999-2001

Online strategies, brand development and interface design for large-scale, multi-million pound online projects and digital brand extensions for new and established businesses.

- Creative Leadership
- Interaction Design
- Information Architecture
- Interface Design & Development
- User Experience Design
- Graphic & Identity Design

## TEACHING EXPERIENCE

<b>EAE Business School, Barcelona</b> Masters Degree in Marketing Online and Ecommerce	<b>2014-Present</b>
<b>Association for Cultural Advancement Through Visual Arts (ACAVA), London</b> Digital arts, web design, web development courses.	<b>1998-2001</b>

## EDUCATION

<b>London College of Printing, UK</b> MA Typo/Graphic Studies,	<b>2001-2002</b>
<b>Brunel University, London, UK</b> BSc Physics w/ Computer Science	<b>1992-1996</b>

## LANGUAGES

Native, oral and written in English, Spanish and Catalan. Intermediate French.

## OTHER

Scuba diver.

## REFERENCES

### **Ferran Ferrer**

Marketing Director  
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