

MARINA MORENO

Service and Experiiece Designer | Design Researcher



MARINA MORENO VILLENA

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INTEREST
travel and learn about the journey, people and cultures
ceramic and create things with my hands
drawing and explore shapes and feelings through the ink
conscious lifestyle and collaborative works
nature and wild life
photography and emotional stories

EXPERIENCE

2020 · act
Associate Professor
Master in Interaction Design and
User Experience
Universitat Oberta de Catalunya

2019 · act
UX Designer and Researcher
Sheda Studios
Melbourne, Australia

2019
Strategist UX Designer and
Design Lead
Eatnovation
Tenerife, Spain

2016 · 2018
Product Designer Lead
Lifestyle Department
INDITEX Group
Barcelona, Spain

2014 · 2016
Product Designer and
Research Designer
Workplane Design
Barcelona, Spain

*Awarded:
MID Finalist - Design Ideas Market
(Barcelona Design Center)

2014
Product Designer (Intership)
Nacar Design
Barcelona, Spain

*Awarded:
Nominated for the Second Edition of the
Awards Ei! Professional Edition (Elisava) '14

EDUCATION

2019
Service Design Elevate
Xi Academy
Melbourne, Australia

2014 · 2015
Master Degree in Innovation in
Design for the Tourism Sector
Universitat de Barcelona
Barcelona, Spain

2013 · 2014
Master Degree in Product
Design and Product
Development
ELISAVA, Escola
Barcelona, Spain

2009 · 2013
Bachelor Degree Technical
Engineer in Industrial Design
Speciality: Urban and Home furniture
Universidad de Las Palmas de Gran
Canaria
Gran Canaria, Spain
*Honors qualification in the Final Thesis

COURSES

2020 · Melbourne - Interaction Design ORG
The Brain and Technology: Brain
Science in Interface Design

2019 · Melbourne - Interaction Design Org
Accessibility: How to Design for All

2019 · Sydney - ECHO School of Design Thinking
Design Thinking Course

2019 · Melbourne - Xi Academy
Service Design Boothcamp

2016 · Barcelona - Barcelona Design Center
Prototyping Service Design

2016 · Barcelona - Barcelona Activa
Principles of Usability
and User Experience

2015 · Barcelona - Barcelona Activa
Information Architecture: Ensuring
the good User Experience

2015 · Barcelona - Barcelona Activa
Introduction to Balsamiq Mockup

2014 · Barcelona -
Certificate in 3DS MAX

2014 · Barcelona - BEcreative
Product Sketching

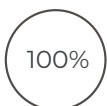
2014 · Barcelona - Elisava
3D Printing

2014 · Barcelona - Elisava
Smart Material

METHODOLOGIES

Design thinking · Co-design · Manual Thinking · Inmersive Research · User journey
Mapping · Personas · Jobs to Be Done · Service Prototyping
· User and Expert interview · Conceptual maps · Story Telling · Empathy Map

LANGUAGES



SPANISH
native



ENGLISH
cl proficiency

SKILLS

energetic · bold · active · empathic · storytelling · sensible ·
critical thinking · analytical mindset · confident desicion maker ·
committed · human · conscious ·