



# JOSEP LUIS PINA AMORÓS

## Art Director - UX/UI designer



**Date of birth:** 06/07/1983, in Barcelona, Spain.

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## EDUCATION

- **Postgraduate in digital marketing** (Jan 2011 - Apr 2011)  
*Inesdi*, Business Digital School, Barcelona.
- **Master in multimedia design** (Oct 2006 - May 2007)  
*Elisava*, Barcelona School of Design.
- **Bachelor of arts in design** (Oct 2002 - Jun 2006)  
University of *Southampton*.
- **High degree in graphic design** (Oct 2002 - Jun 2006)  
*Elisava*, Barcelona School of Design.
- **Baccalauréat** (Sep 2000 - Jul 2002)  
*Lycée Français* of Barcelona.
- **Selectividad** (Sep 2000 - Jul 2002)  
*Lycée Français* of Barcelona.



## COURSE

- **Interfaces** for mobile devices (Sep 2014 )  
*Cibernàrium*, Barcelona - 70h of course.
- **Indesign**, layout of magazines (Jun 2012)  
*Convent de Sant Agustí*, Barcelona - 30h of course.
- **Self portrait** (May 2011)  
*Ruido*, School of photography in Barcelona - 20h of course.
- **Cycle in photography** (Jun 2010)  
*Community Center Drassanes*, Barcelona - 30h of course.
- **"Loops"**, festival video creation (May 2006)  
I participated with the project video **"Artificial paradise"**,  
*Elisava*, Barcelona School of Design - 150h of course.



## WORK EXPERIENCE

- **Mobile App "Taskea"**. (Se 2014 - Present)  
Barcelona.

*Design UX/UI and Art director.*  
(Mobile)

Cofundador and the Taskea mobile app UX/UI designer  
Developed so far in Android.  
This application is based on the business model of the economy collaborative allowing to publish for free, the tasks that we do in our free time to the time that we can benefit from those of our neighbours..

- **Navitas SBI/ Mobdala**. (Dic 2014 - Jul 2016)  
Barcelona.

*Senior UX/UI and visual designer (Mobile, Web, Apps).*

Direction of interactive design projects (UX & UI) as well as art direction in graphic design projects (branding and corporate identity). Worked for many different clients such as Cruilla, Festival Jardins de Pedralbes, La Caixa Bank, Jausas, Estadio Azteca in Mexico, Televisa, etc.

- **La Aldea**, advertising agency. (May 2013 - Aug 2014)  
DF, in Mexico.

*Senior art direction and UX/UI designer.*

Interactive art director and graphic designer in several design projects. In charge of web and application design (UX & UI) and development projects as well as several graphic projects (advertising, branding and corporate identity). Involved in different projects for SinDelantal.mx, 360º magazine, Periodico Central, Museo Barroco, etc.

- **Designinn web**, advertising agency. (Jan 2013 - Apr 2013)  
Veracruz, in Mexico.

*Freelance art direction and web designer.*

In charge of web design (UX & UI) as well as many graphic design projects (advertising, branding and corporate identity). Worked for many different clients such as Rancho Niño, Puertas automáticas de Veracruz, Tolsa, etc.



## LANGUAGES

Level	SPEAKING	WRITING	COMPREHENSION
CATALAN	Native	Native	Native
SPANISH	Native	Native	Native
ENGLISH	Advanced	Advanced	Advanced
FRENCH	Advanced	Advanced	Advanced
ITALIAN	Intermediate	Basic	Basic



## COMPUTER SKILLS

- **Proficient in both Mac and PC**

- Office software;

Word, Powerpoint, Excel, Adobe Acrobat PDF, Pages, Slack, Keynote, Trello.

- Software specialized in the **field of Design**;

Photoshop, Illustrator, Indesign, Flash Script 2.0 and 3.0 , Fireworks, Sketch, Axure, Justinmind.

- Software intended for **creation and audiovisual editing**;

Final Cut, Premier, Imovie, After Effects, Hype 3, Motion, Audition, Protools.



## OTHER INFORMATION

- Driving license of A1 and B (Own vehicle).
- Willing to travel.



## WORK EXPERIENCE

- **La Resistencia studio.** (Apr 2012 - Present)  
Multidisciplinary studio in Teià, Barcelona.

*Art direction (currently freelance collaborator).*

In charge of art direction as well as serveral graphic design projects (advertising, branding and corporate identity). Involved in differents projects for Puig, Shakira Eau Thermale de Avène, Sescoses de Menorca, etc.

- **La Fabrica de Sombreros** (Feb 2010 - Mar 2012)  
Online advertising agency, in Barcelona.

*Junior art direction and interactive design.*

Interactive design and graphic designer. In charge of web design (UX & UI) for diferents customers Organic, Gourmet, La Caixa, Cibernarium, Ferran Torrent, etc.

- **Haiku Media** (Sep 2007 - Jan 2010)  
Online advertising agency, in Barcelona.

*Junior art direction and interactive design.*

Direction of interactive design projects (UX & UI) as well as art direction in graphic design projects (branding and corporate identity). Involved in differents projects for, Mokasirs, Banc Sabadell, Damm, Erik Vokel, etc.

- **No Domain.** (Jan 2007 - June 2007)  
Audiovisual advertising agency, In Barcelona.

*Internship animation and graphic design.*

Internship in the animation and graphic design departments. Development of many projects for J&B, Generalitat de Catalunya, MTV music television, etc.



## PERSONAL SKILLS

- Determined, accurate and efficient.
- Self-taught. I like to learn and see the latest tools and software are more used today.
- Good skills and use of new technologies and social networks.
- I am able to bring knowledge at any stage of a design project, from concept definition to research, workshop, through detail design and production phase.
- Real proactivity and professionalism, used to work in a team.
- I am passionate about design, art, video and photography, trips, electronic devices, sports and animals.