Hello!
I'm Aitana Picó.

Multidisciplinary graphic designer and illustrator specializing in branding, web design, and UI.

www.aitanapico.com

pico.aitana@gmail.com

About me

I am a UX/UI designer with an interest in learning new programs and developing my skills. My main focus is creating attractive and effective branding and interfaces that enhance the user experience.

I am bilingual (English and Spanish), and I lived in Manchester, England for 18 years, which allows me to feel comfortable communicating with clients in both languages.

EDUCATION

Bachelor's Degree in Design and Creative Technologies   [2019-2023]
Universidad Politécnica de Valencia

EXPERIENCIA LABORAL

UX/UI Designer   [2023-2024]
Sherpas Wealth

I worked on a design team to develop a financial services platform. I collaborated with developers on the design of the public website and the advisor platform, improving the website's efficiency and accessibility for clients. Here, I enhanced my skills in data visualization, wireframing, user flows, and more.

Art Direction   [2021-2023]
Keep·It·Human Studios

I collaborated with the technical team to develop concept art for a sustainable video game. In August 2023, I represented the company at Gamescom, facilitating communication with clients in both English and Spanish.

Illustrator and Graphic designer   [2020-2021]
Freelance

I independently communicated with over 50 international clients, creating custom illustrations and graphic design projects.

SKILLS

Responsive design
Wireframing
Fast prototyping
Storytelling
Usability testing
User flows
Marketing (Digital & Social media)
Branding
Time management

TOOLS

Figma
Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe After Effects
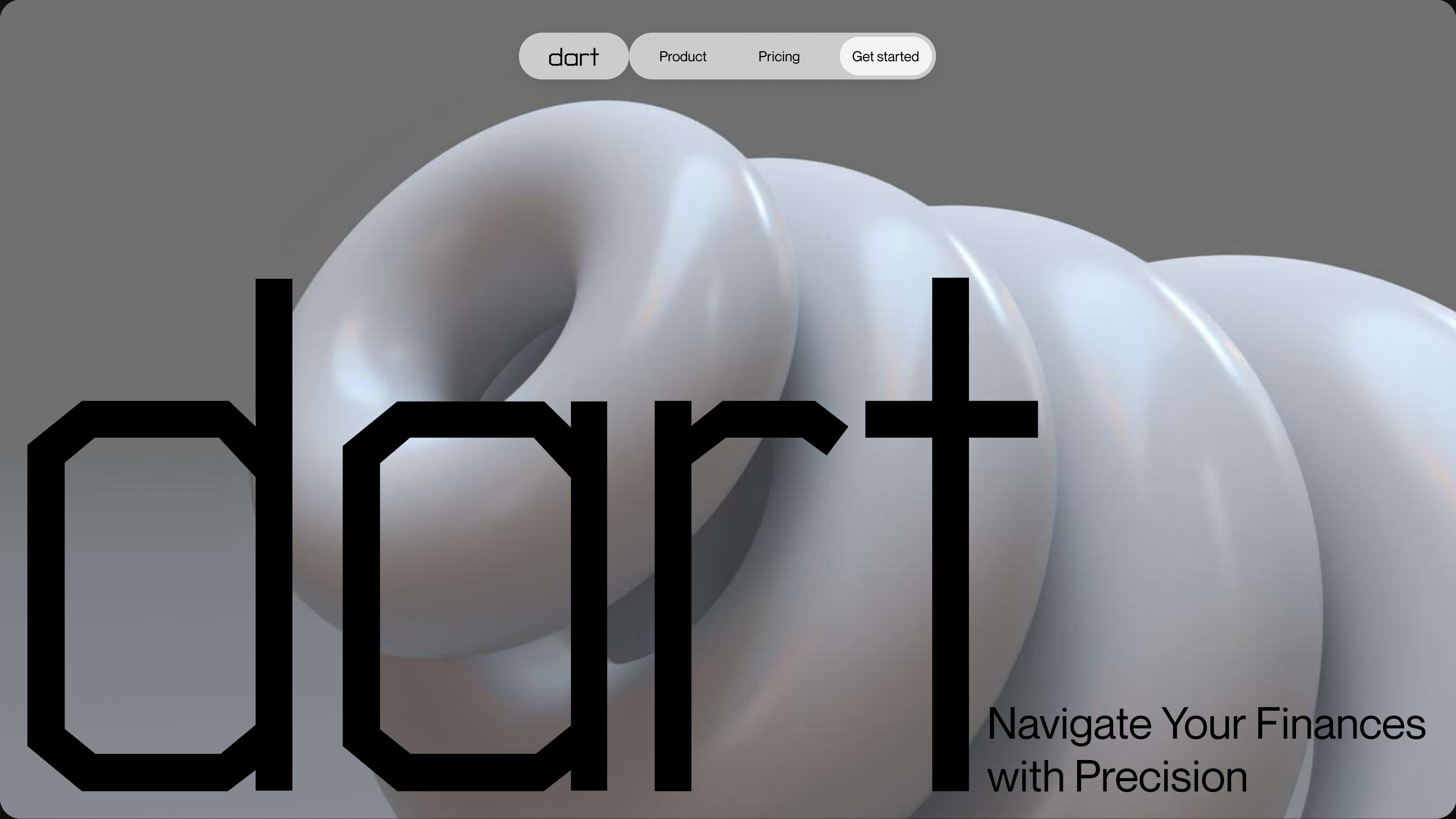Blender
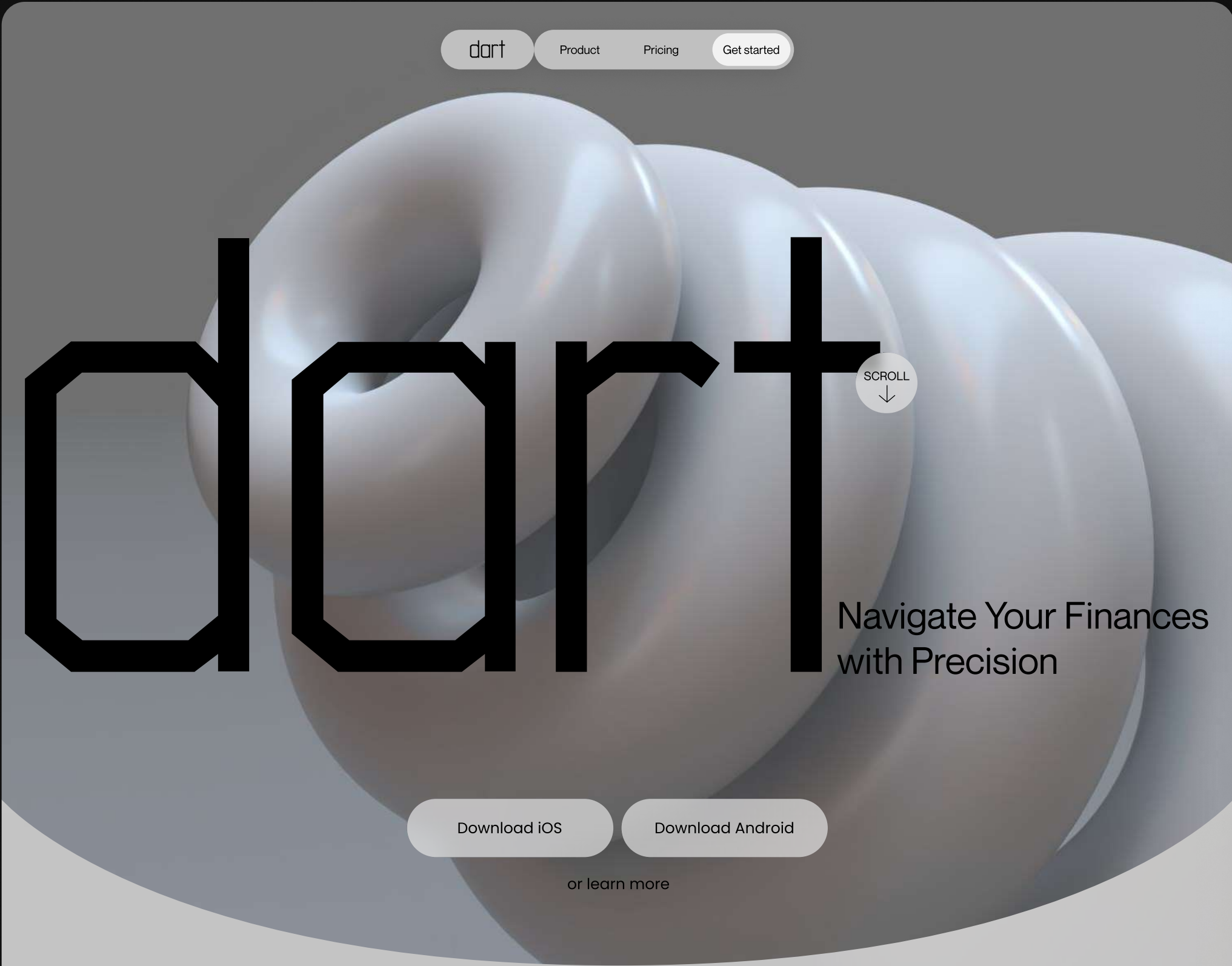Womp 3D
HTML/CSS básico

Portfolio

p.10

p.14

p.05

Dart[2023]

For a self-commissioned project, I designed the interface of an app and a landing page for a banking application. I utilized 3D programs to create abstract designs that complemented the interface. The application structure consists of two layers: the first layer is in 2D with functional elements representing measurable information. This layer is overlaid on a second abstract element that adds depth to the interface and represents the user's aspirations emerging from the data.

dart

Product   Pricing   Get started

dart

Navigate Your Finances
with Precision

control of your money effortlessly. Track your expenses, set smart savings goals, and make informed financial decisions.

dart

Product   Pricing   Get started

dart

SCROLL

Navigate Your Finances with Precision

Download iOS   Download Android

or learn more

Why Dart?

Dart is not just another banking app; it's your financial GPS. Designed with young adults in mind, Dart empowers you to take control of your money effortlessly. Track your expenses, set smart savings goals, and make informed financial decisions.

Ellie R.
Available balance
1845,67€
**** **** **** 7863   VISA
See more cards

Transactions →
MCDONALDS
Today   -8,60€
BIZUM TRANSFER
Today   +10,00€
UBER EATS
19 Sep   -31,90€

All your basic banking app functions in a clean, easy to understand interface

Expense tracker
Personal
932,60€

Rent   Clothes
Vehicle   Exercise
Food   Entertainment
Electronics

Track your expenses using a personalised tracker that you can adapt to your spending habits

dart

Send a Bizum   Bizum pending requests   Share expenses as a group

Payments →
Send   Request

Search
RECENT
Louis A.   Send again
Maeve W.   Send again
Aaliyah C.   Send again

Easily send and receive payments, share group expenses and connect to Bizum

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Navigate Your Finances with Precision

Start Now →

dart

Hello, Ellie

Click to activate
Face ID

Log in a different way →

dart

Ellie R.

Available balance

1845,67€

**** **** **** 7863   VISA

See more cards

Transactions →

| MCDONALDS | |
| Today | -8,60€ |

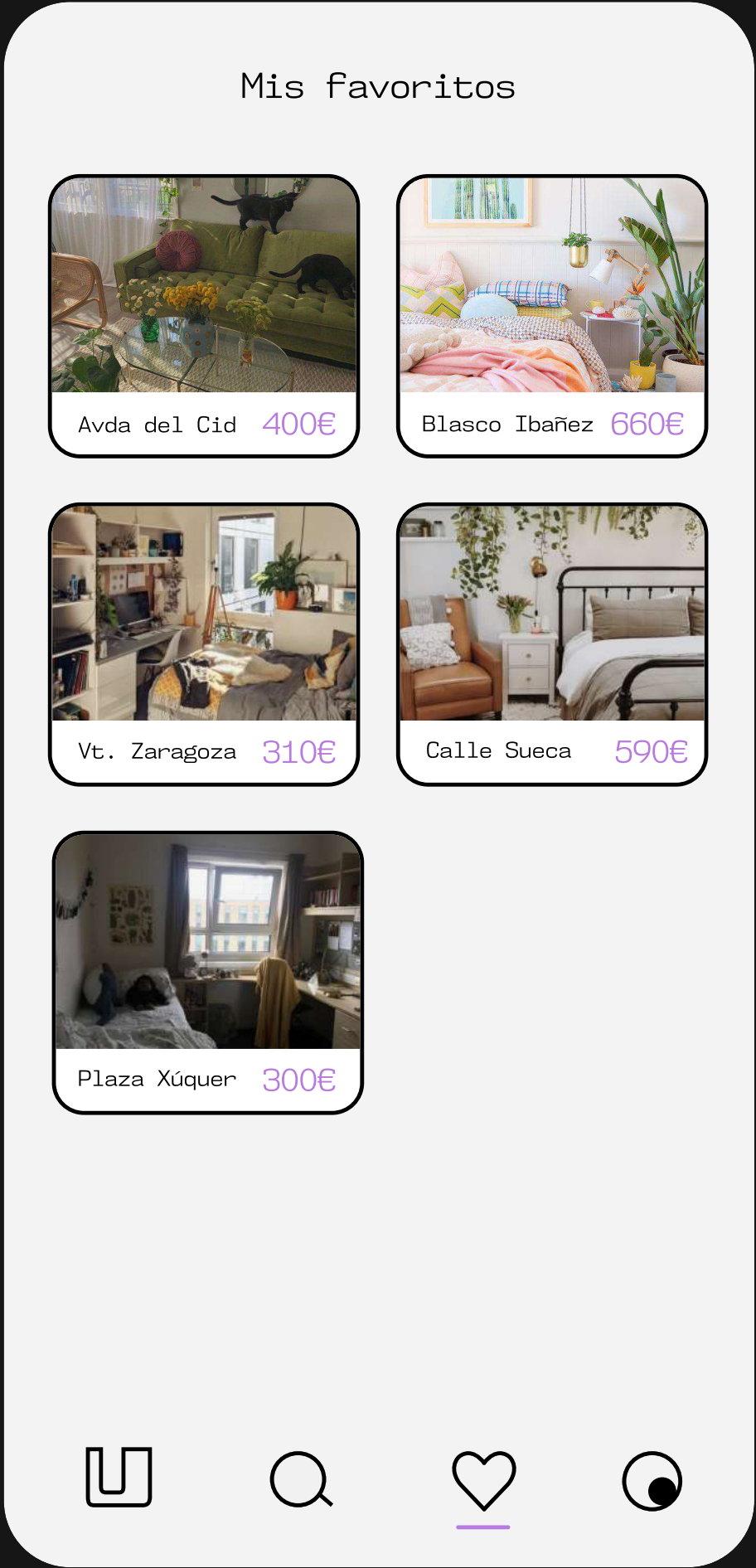| BIZUM TRANSFER | |
| Today | +10,00€ |

| UBER EATS | |
| 19 Sep | -31,90€ |
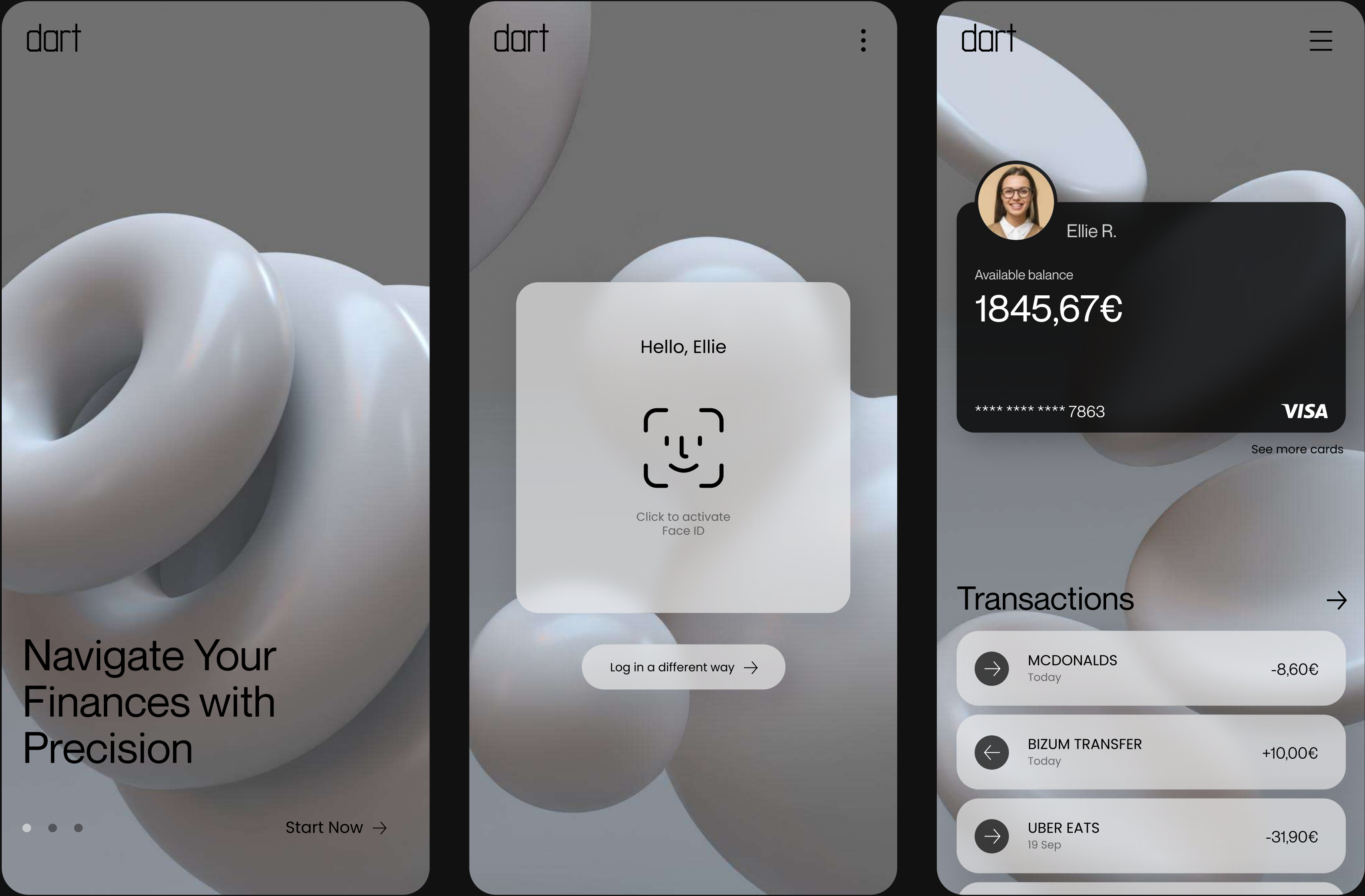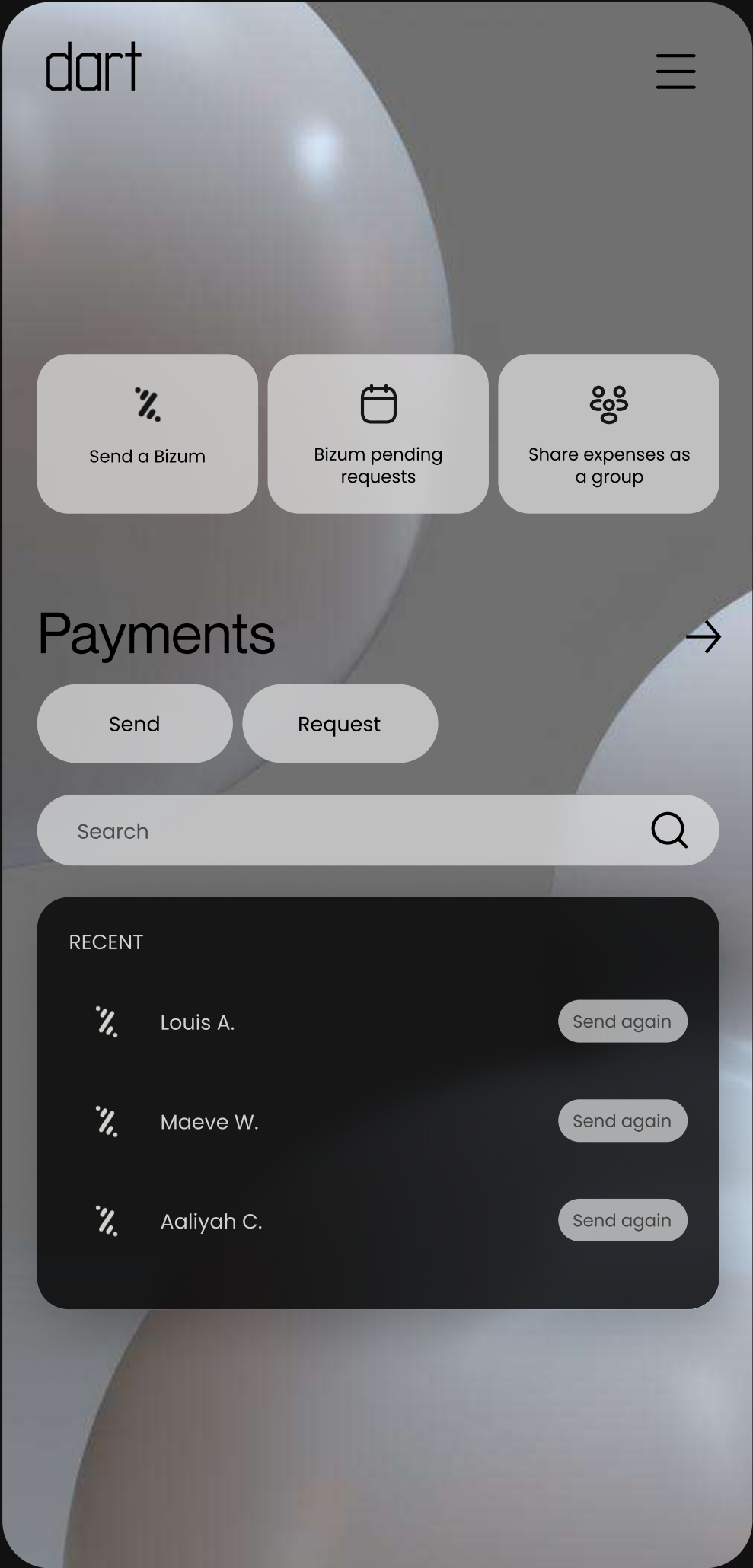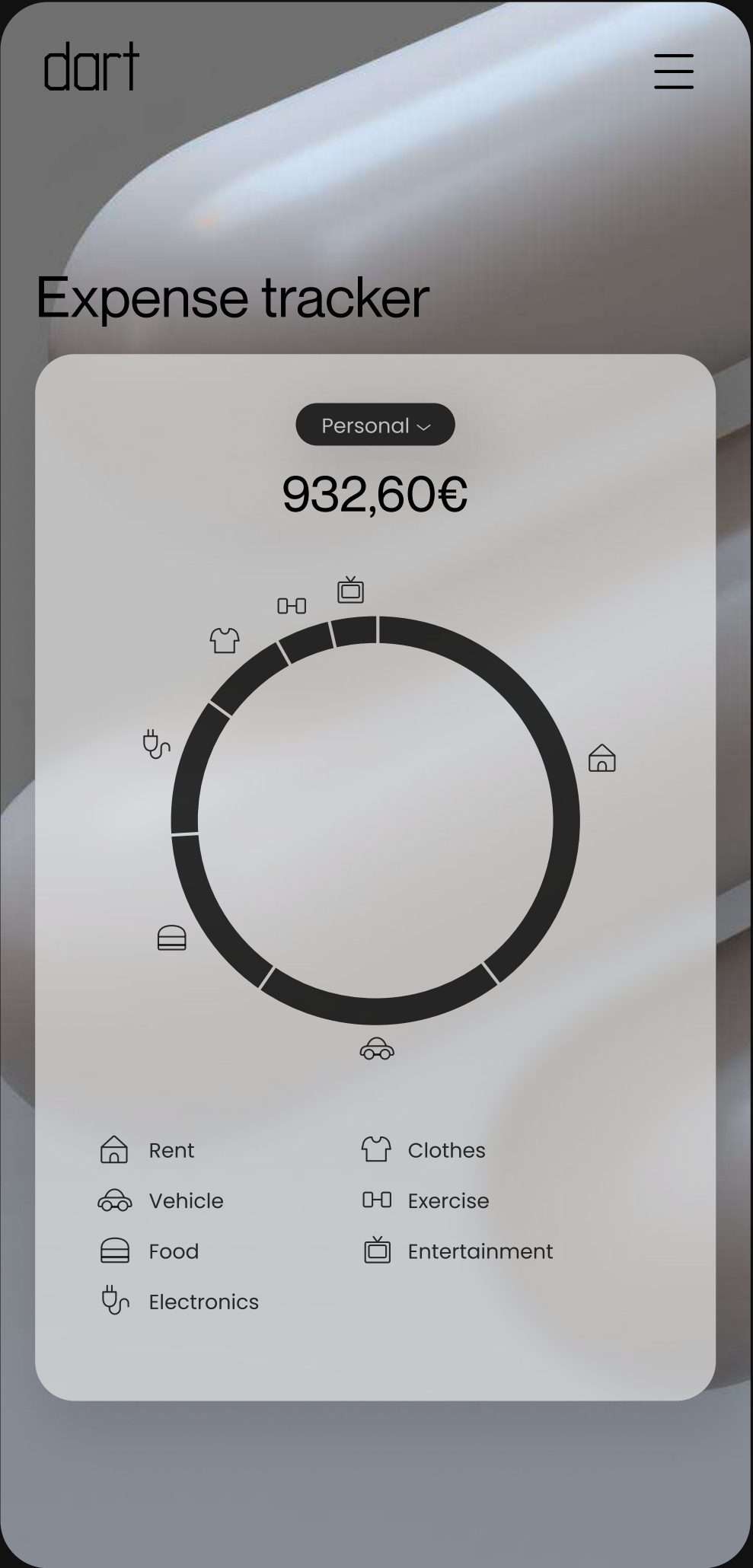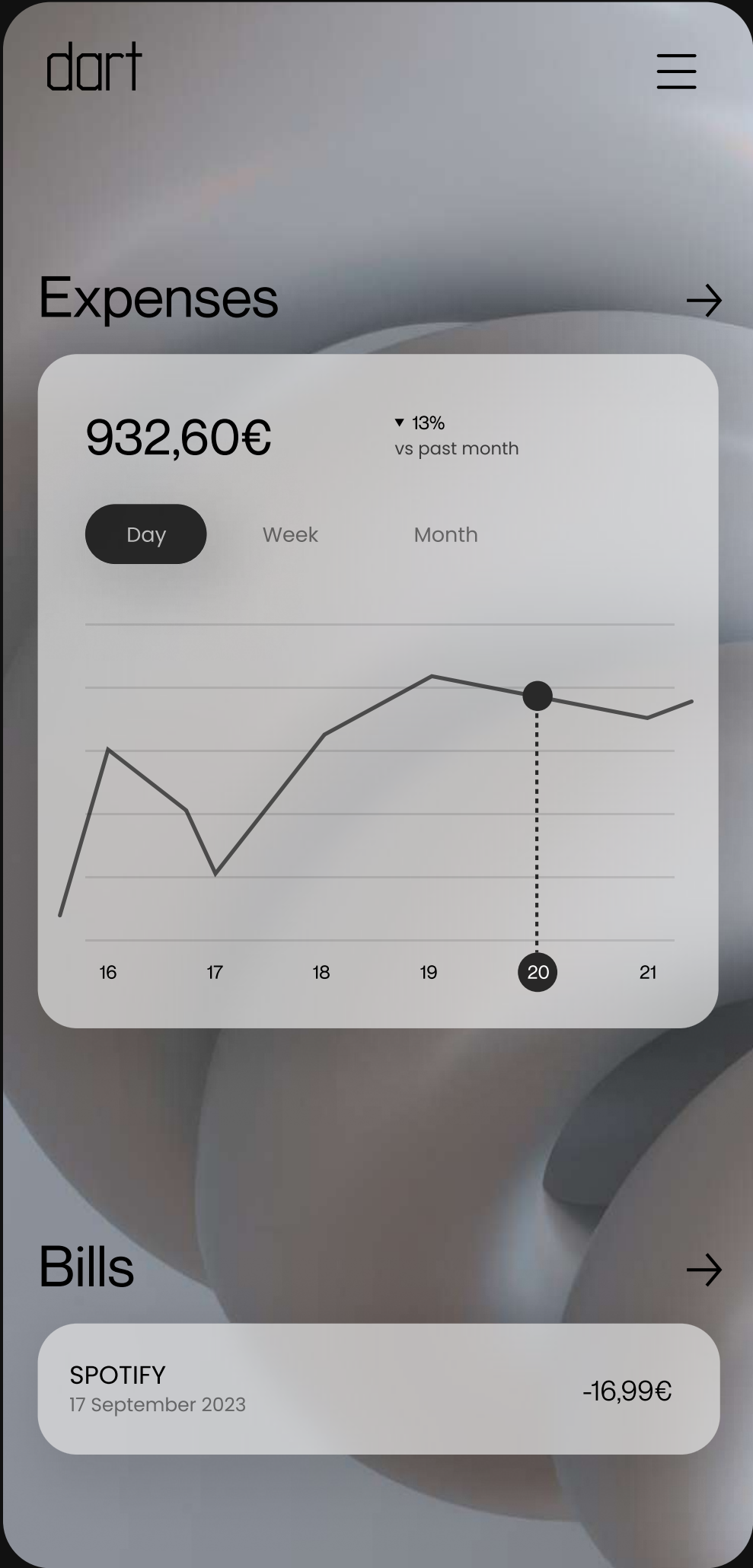
Room4U [2021]

As part of a team project with two other students, we designed the interface for a fictional application aimed at connecting people searching for housing and roommates. This application includes various data entry forms, an online chat function, and options for selecting apartments.
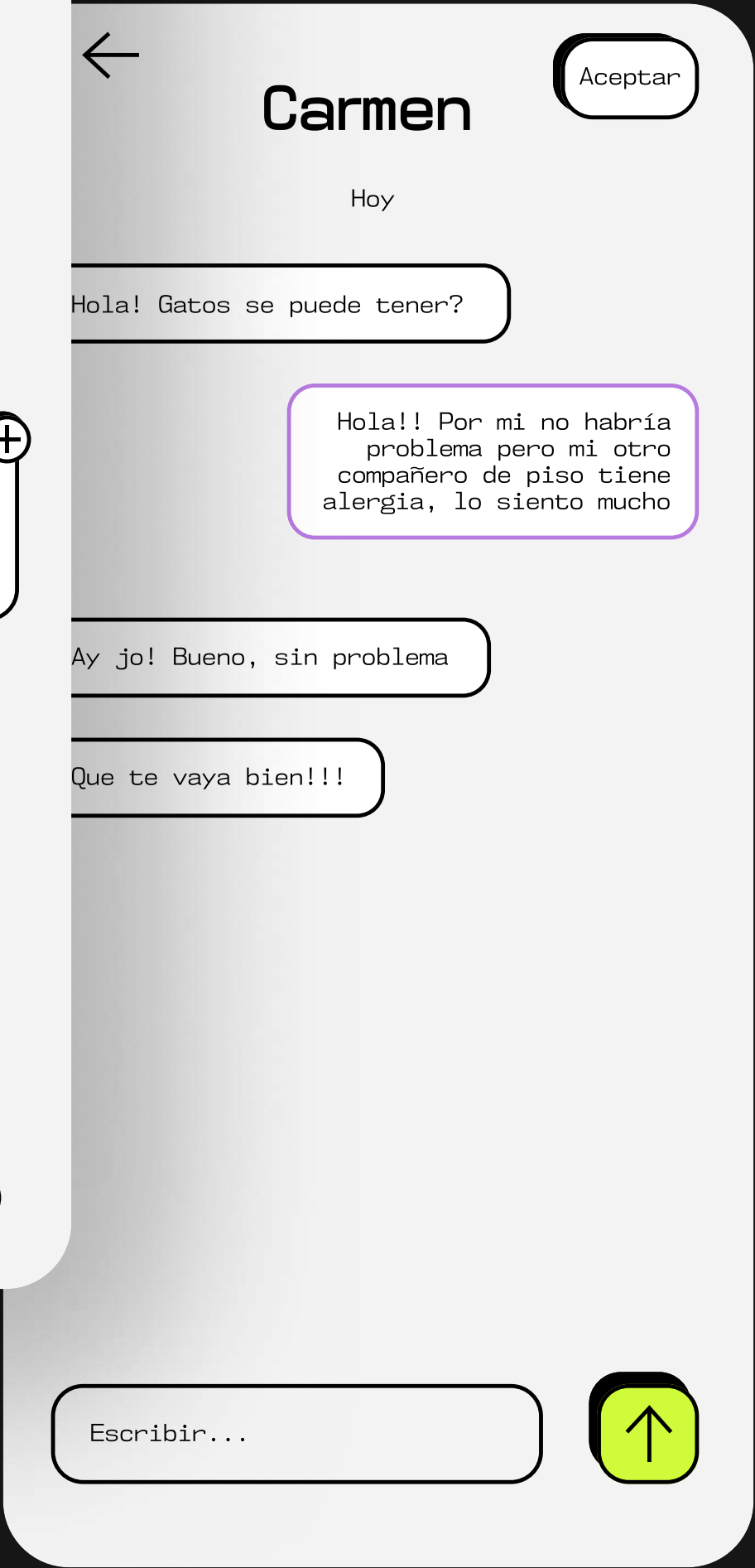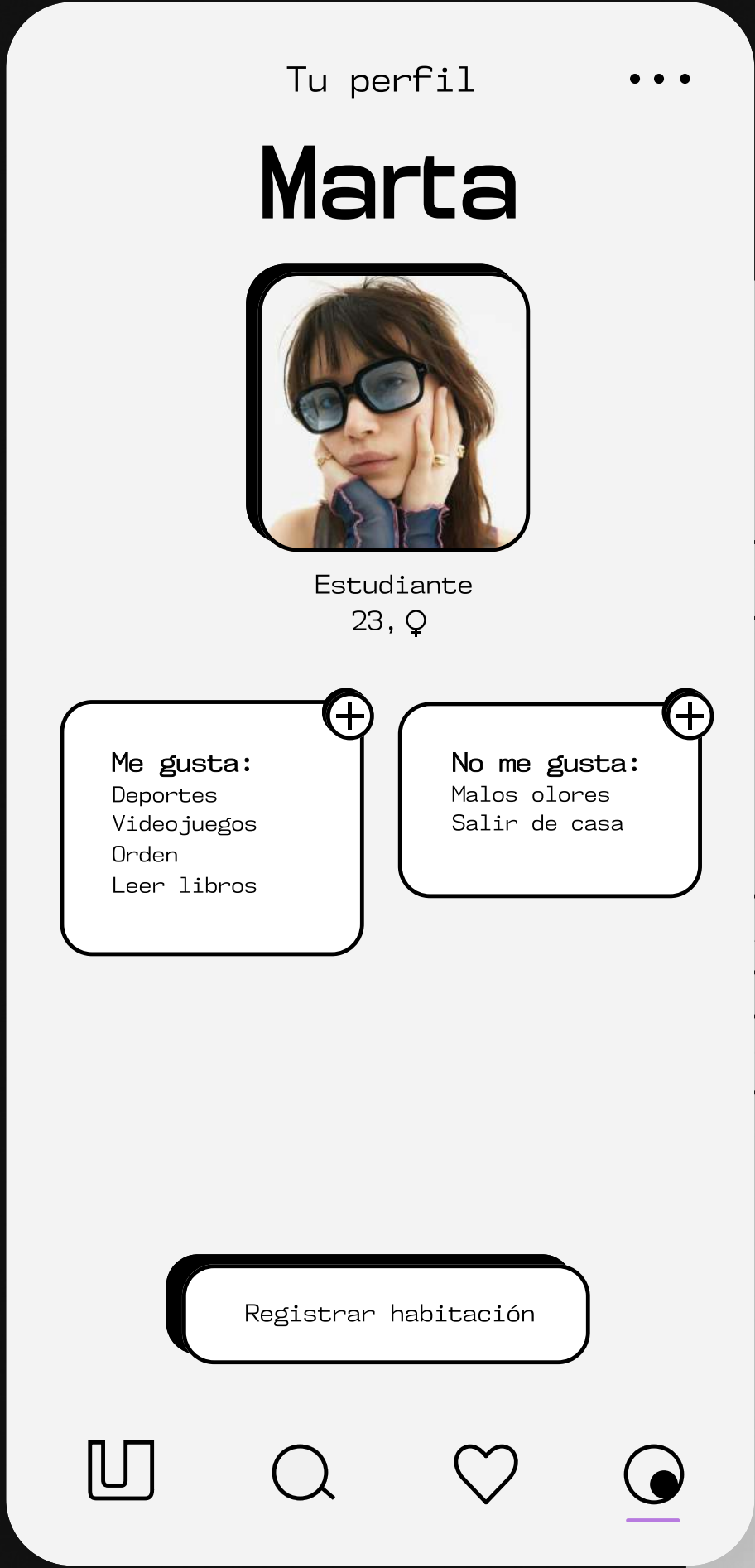
Room for

Bien-
venido!

Iniciar sesión

Iniciar sesión con Google

ó

Registrarse

2021 Room For You

Correo electrónico o teléfono

Contraseña

Recordar usuario

Iniciar sesión

2021 Room For You

Tus datos
personales

+

Correo electrónico

Teléfono

Contraseña

Confirmar contraseña

2021 Room For You

¿Cuál es tu
presupuesto
mensual?

Selecciona tu preferencia

0   2000

100 €

2021 Room For You

¿Cuantos
compañeros
buscas?

Selecciona tu preferencia
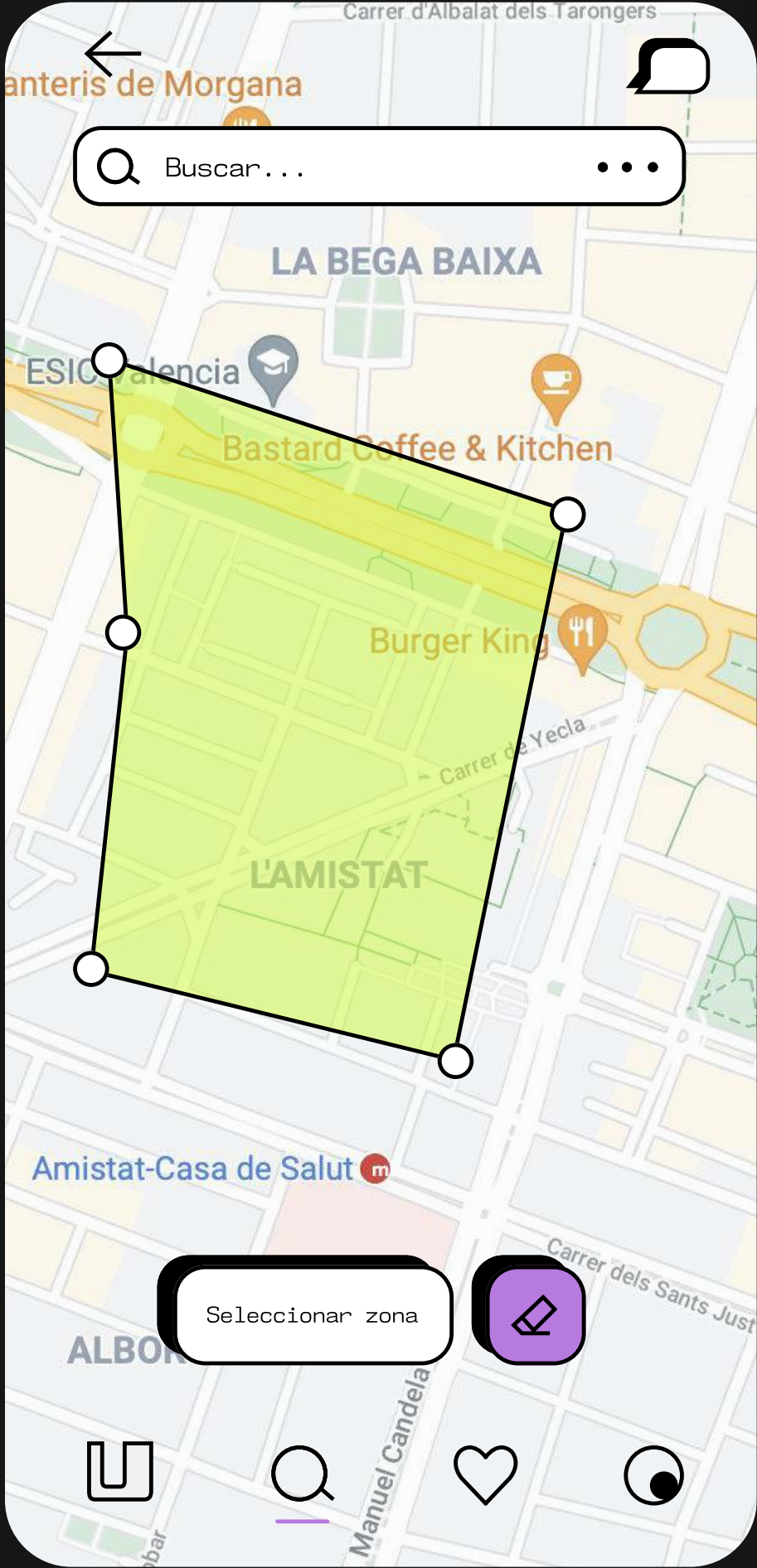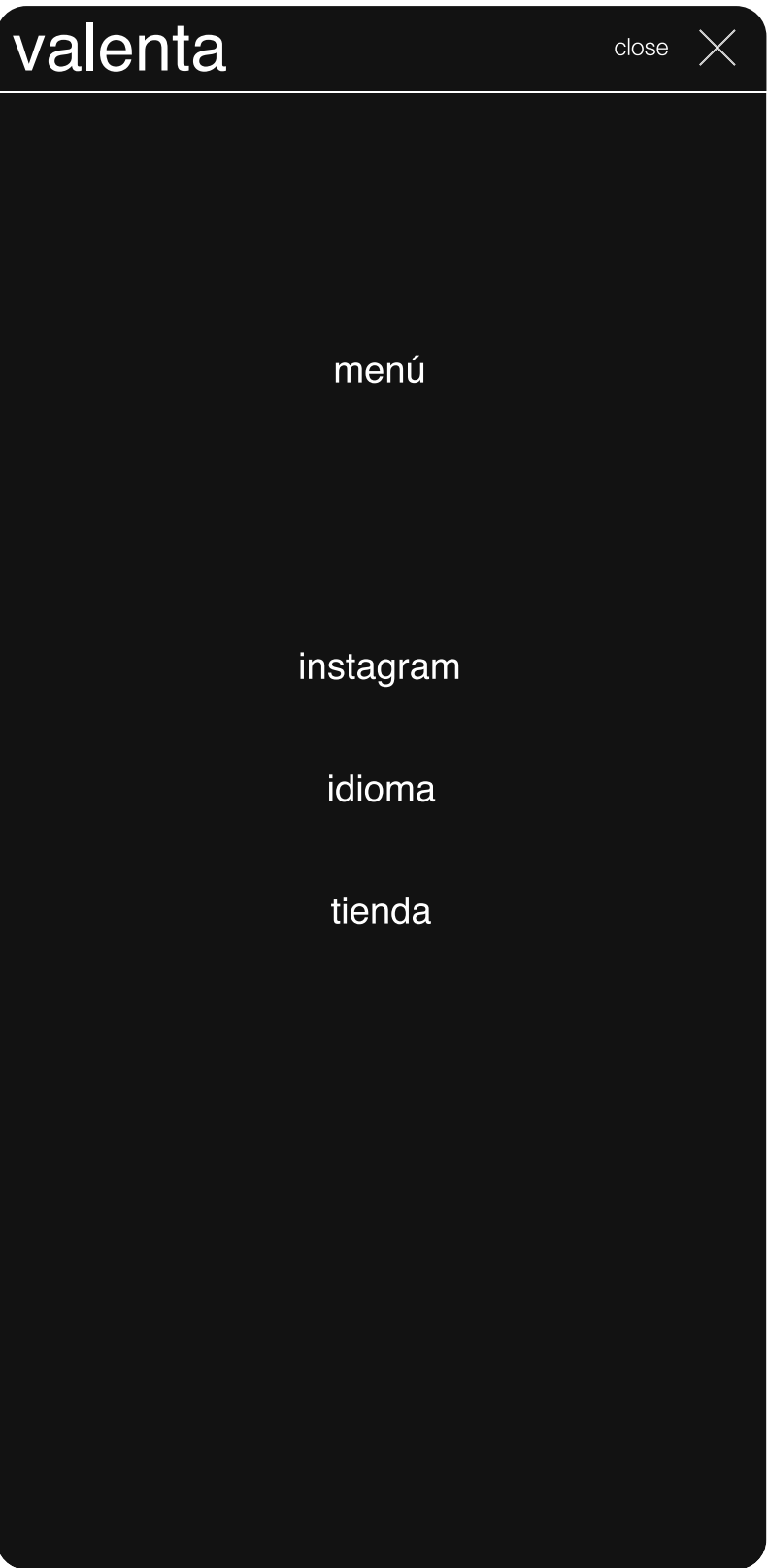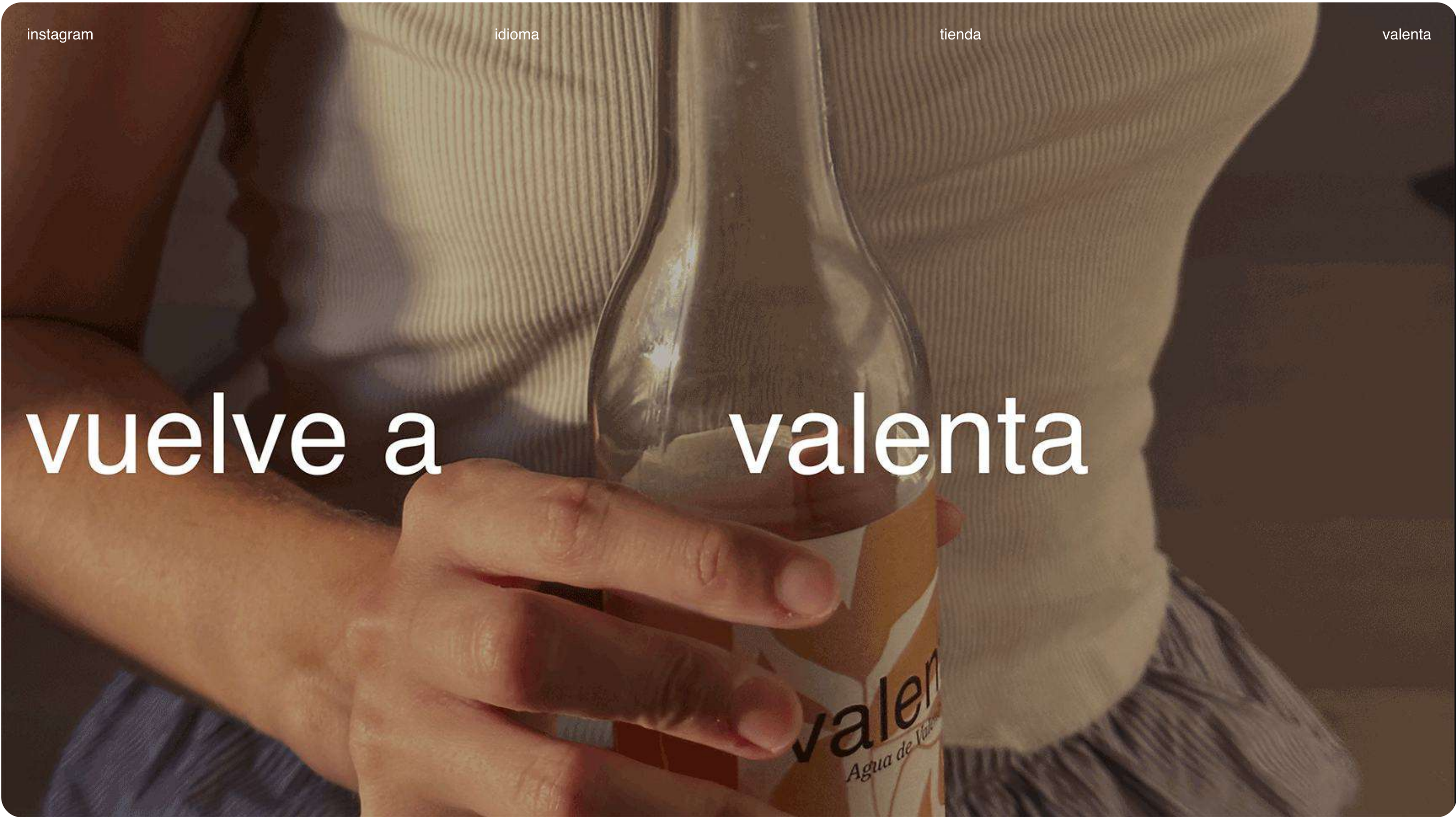
1   2
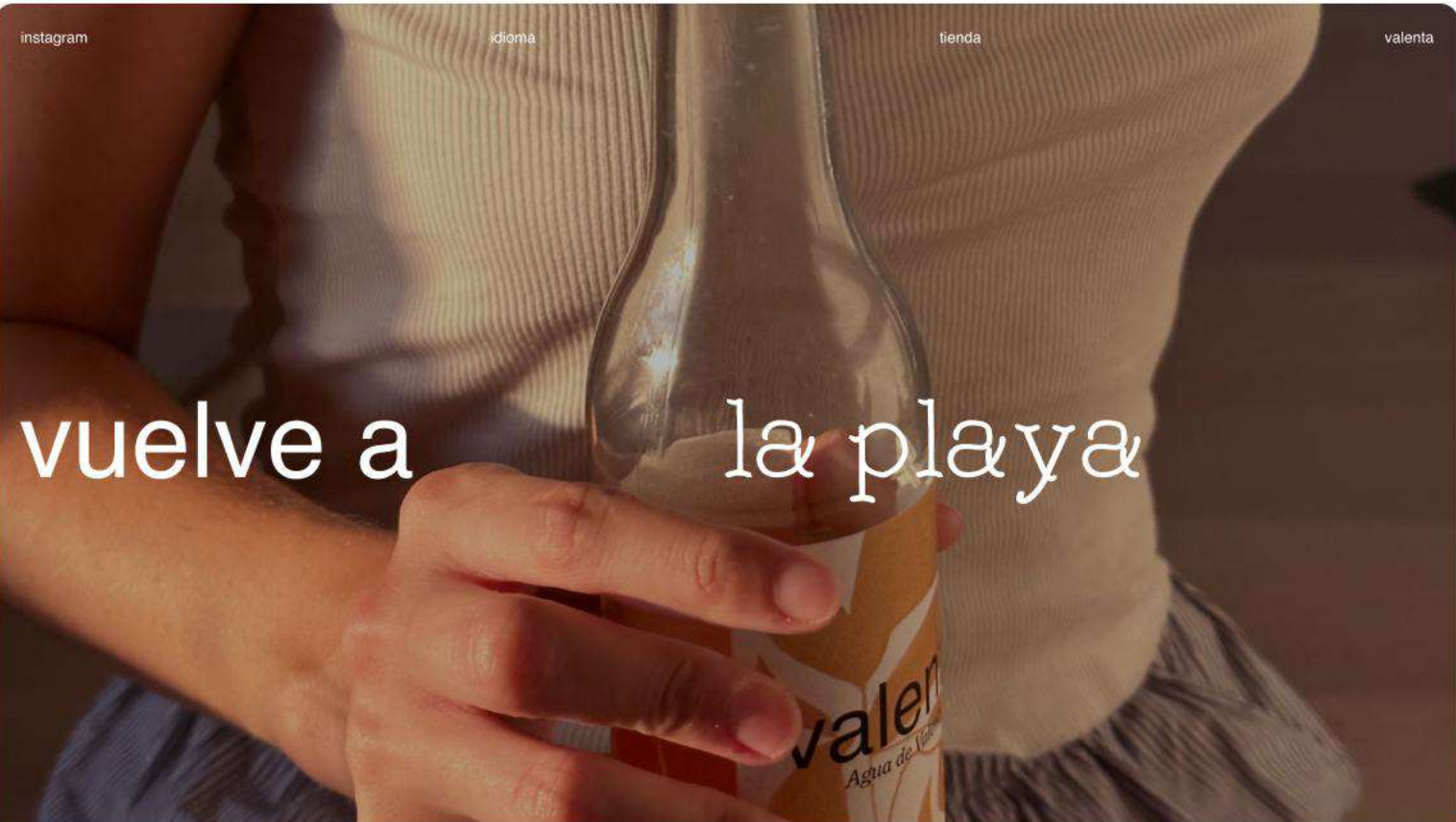
3   4 +

2021 Room For You

Valenta[2023]

As part of my Bachelor's Degree Thesis, I completed a responsive landing page for a brand of bottled Valencia Water. This process involved conducting competitor research, creating a list of features, and wireframing before developing the final product.

¿Quieres recibir contenido exclusivo, y mantenerte al día de nuestras novedades y promociones?

Email   OK

SUBSCRÍBETE

Disfruta de Valenta en versión individual o para compartir, con y sin alcohol.

Valenta es un Agua de Valencia por y para los valencianos, tributo a Constante Gil. Constante creó para unos clientes vascos de su bar, un cóctel que pudiese impresionar y sustituir su bebida habitual. El Agua de Valencia se convirtió en el cóctel de los se

Ingredientes:
zumo de naranja,

vuelve a   la playa

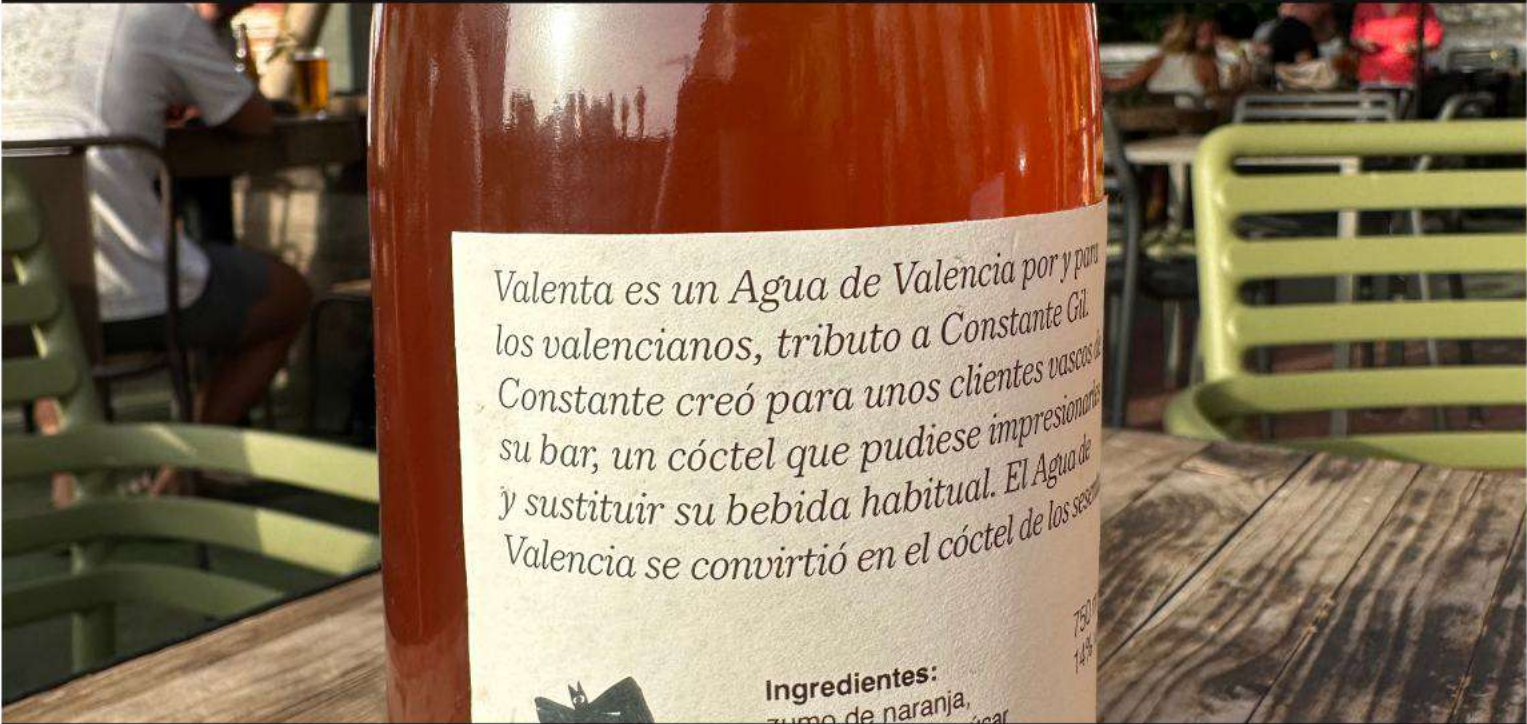instagram   idioma   tienda   valenta

Valenta es un Agua de Valencia por valencianos y para el mundo. A base de naranja y varias bebidas espirituosas, rescatamos el cóctel tradicional que invitaba a reunirse, a compartir y a vivir la magia del atardecer valenciano. Al embotellarlo, te invitamos a disfrutar de ella allá donde estés.

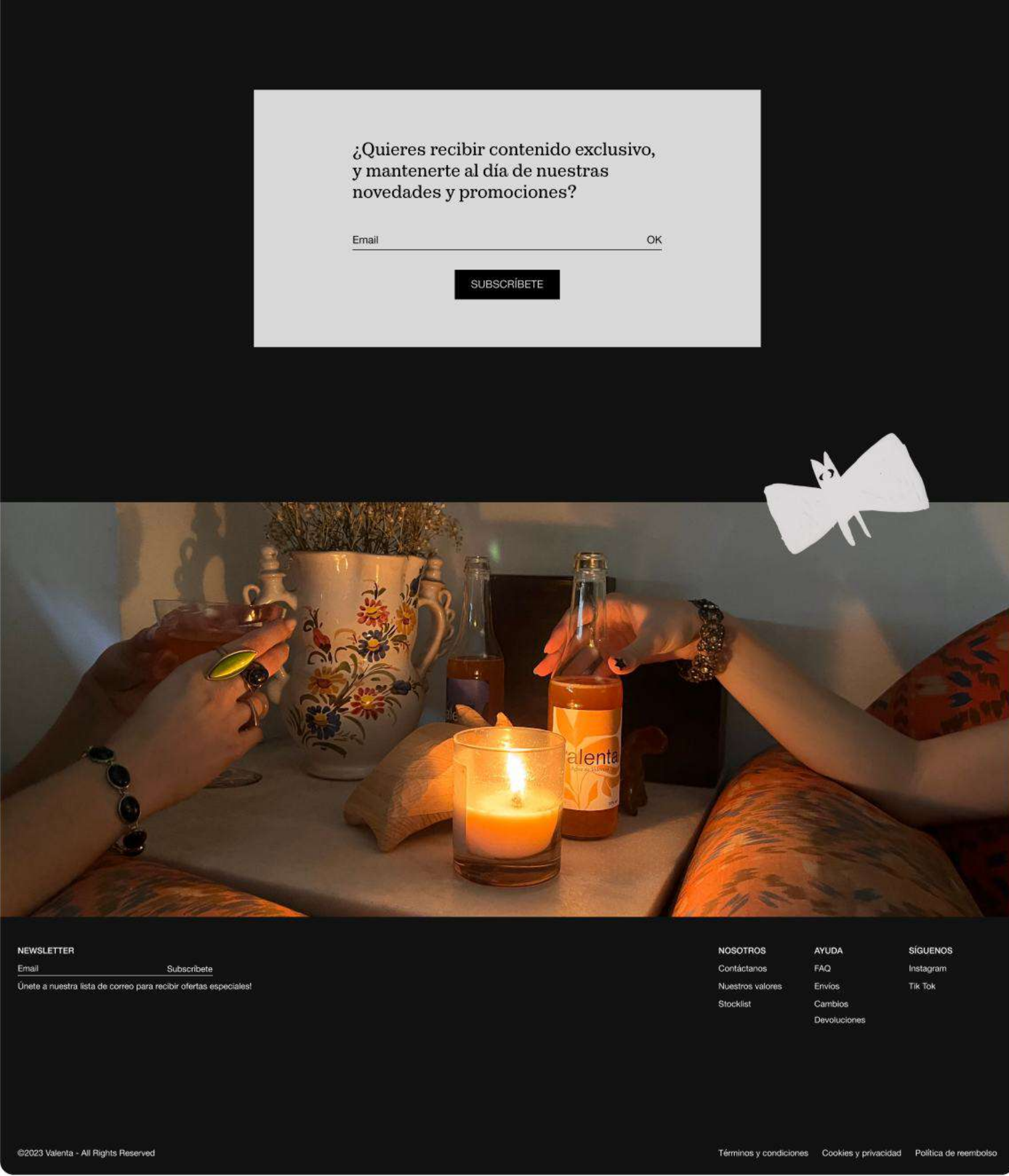## Nuestros valores

transparencia & evitar greenwashing

packaging & campaña escogidas bajo criterios éticos

unión del pueblo valenciano

respetar la historia de la bebida

km 0

IMAGINADO ✳ EL CÓCTEL DE VALENCIA REIMAGINADO ✳ EL CÓCTEL DE VALENCIA REIMAGINAD

En 1959 Constante inventó para unos clientes vascos de su bar un cóctel que pudiese impresionarles y sustituir su bebida habitual. El Agua de Valencia se convirtió en el cóctel de los sesenta. Nuestra bebida es un tributo a historias perdidas en el tiempo, y la gente detrás de ellas.

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Nuestros valores   Envíos   Tik Tok
Stocklist   Cambios
                   Devoluciones

Thank you!

www.aitanapico.com

pico.aitana@gmail.com