

Ester Girona Pascual

Product Designer · UX/UI

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SUMMARY

Product designer who takes digital products from first idea to launch-ready design. Co-founder of Venu, a social events app, where I design the iOS app, website and internal admin tool on one shared design system. Previously designed client-facing and admin web platforms at 100X100.NET, working closely with developers. I prototype in code (HTML, CSS, JavaScript) with AI tools, and bring a photographer's eye for detail.

EXPERIENCE

Co-founder & Product Designer — Venu Feb 2026 – Present · Barcelona

- Co-founded a map-based app for discovering events and making plans with friends (pre-launch); lead the product from concept to design, including setting up the company.
- Designed the iOS app, marketing website and a 12-module internal admin tool in Figma, all built on one shared design system.
- Defined the pricing model (Free, Creator Pro, Business) so that core social features always stay free.
- Prototype and build front-end pages in code with AI coding tools (React Native, Next.js) to test ideas faster.

UX/UI Designer — 100X100.NET Jan 2025 – Oct 2025 · Barcelona

- Designed end-to-end web projects, from client-facing sites to internal admin platforms, for several user types.
- Worked closely with front-end and back-end developers to match designs to technical constraints, reducing implementation errors.
- Ran research for every project: moodboards, benchmarks and competitor analysis.
- Tested each product before launch to find and fix UX/UI issues.
- Designed email campaigns and social media content for clients, keeping their brands consistent.

Online Manager (E-commerce) — RVHotels May 2022 – Jun 2022 · Barcelona

- Helped launch the company's new website, finding and fixing usability issues.
- Kept the site up to date in WordPress, adding, editing and removing sections.

Photographer — Freelance Aug 2018 – Present · Barcelona

- Sell photographs to individuals and brands, including Condé Nast; edit in Adobe Lightroom.

EDUCATION

Python and JavaScript Programming (courses) — Universitat Oberta de Catalunya (UOC) Oct 2025 – Feb 2026

Master's in Digital Experience Design (UX/UI) — BAU, Centre Universitari d'Arts i Disseny 2024

- User research, wireframing, prototyping and usability testing for mobile and desktop apps in Figma.

Bachelor's in Tourism (taught in English) — Universitat Autònoma de Barcelona 2023

- Additional courses in French and German.

Cambridge C1 Advanced (English) — Cambridge University Press & Assessment 2019

SKILLS

Design: Product design, UX/UI design, user research, usability testing, wireframing, prototyping, interaction design, information architecture, design systems, accessibility

Tools: Figma, Framer, Webflow, Miro, Adobe Creative Suite, Adobe Lightroom, WordPress, VS Code

Code & AI: HTML, CSS, JavaScript, Python, React Native, Next.js, AI-assisted prototyping

Languages: Catalan (native), Spanish (native), English (C1)