

ELENA C. PARRAS

Contact
elenaparras@gmail.com
(+49) 151 1719 5151

Address
Germany (willing to relocation)

Portfolio
Elenaparras.com

WORK EXPERIENCE

2016-2017
Oct - present

UX DESIGNER SPECIALIST

SAP, Walldorf (Germany)

Create experiences towards SAP Digital's vision to enable anyone in the world to buy and use offerings.

Delivering design proposals useful to the implementation teams close collaboration with business stakeholders, and adhering to the end-to-end experience plan (including graphic designs for all steps along the customer journey, developed in HTML and CSS for webpages and html-emails)

Collaborate and align on milestones across SAP Digital team: S and align reliable timelines for iterative user experience prototyping, customer testing, evaluation, and deployment.

2016
Jan - Oct

COMMUNICATION WEB & DIGITAL DIVISION

ECB (European Central Bank), Frankfurt am Main (Germany)

Traineeship in the Web & Digital Division. Assisting the teams with various projects to be completed in 2016, such as the conversion of publications from PDF/E-pub to full HTML format and SVG graphics and the new information architecture for the ECB website as well as carry out other tasks as required by the division.

2015
Oct - Dic

INTERACTIVE DESIGNER

IberoMedia, Sevilla (Spain)

Worked in creativity and designed for different kinds of companies (beauty clinics, dentists, hotels, shops). Testing and re-designing web pages, handing the completed website over to the client, editing content, working with Wordpress CMS, designing graphics, several internal and external materials for the different clients.

2015
April - June

WEB & GRAPHIC DESIGNER

Mediformplus, Madrid (Spain)

Mediformplus is a marketing company specialized in advertising campaigns and marketing plans for pharmacies and labs.

Working as graphic designer in creativity team and designing pieces of advertising campaigns, presentations of them, corporate images, and maintenance service and CSS modifications of client's webs (CMS Wordpress and Moodle).

DIGITAL COMPETENCES

Proficiency level:

Adobe Illustrator®*
Adobe Photoshop®*
Adobe InDesign®*
Adobe Experience®
Sketch®
Invision®

Advanced level:

JavaScript/ jQuery Adobe*
Premiere® / Final Cut
MS Office®
CMS Wordpress*
HTML5*
CSS3/SASS*
Jira Software- SCRUM
Outlook

Basic Knowledge:

Adobe Flash®
Adobe After Effects®
CMS Moodle
PHP*
Hybris

** CICE Certified graphic design and digital communication*

LANGUAGES

Mother tongue:

Spanish

Other language:

English – professional advance
German – basic A2
French – basic A1

2013 - 2014
Nov - May

COMMUNICATION ASSISTANT & DESIGNER

TUSSAM (Transportes Urbanos de Sevilla), Sevilla (Spain)

Worked in graphic design focusing on corporate image. Performed internal and external communication tasks, such as newsletters, digital communication, adaptation of advertising formats, editing map designs, designed signage systems for transport infrastructures, supported and organized seminars and events, updated web information and published company activities regularly.

2014
Sept - Oct

FREELANCE DESIGNER

C.E.PER. "El Perejil", Sevilla (Spain)

Logo design and corporate image of the Adults Teaching School "El Perejil".

2011
Oct - Dic

FREELANCE DESIGNER

Alcalá Educa, Sevilla (Spain)

Worked in communication and designed a poster and a brochure to promote sports and healthy eating habits conducted by the local organization "Alcalá Educa", which is a citizens' initiative to improve education in the city of Alcala de Guadaira (Seville).

EDUCATION AND TRAINING

2014 - 2015
Oct - July

MASTER OF GRAPHIC AND DIGITAL DESIGN

CICE Professional formation for New Technologies (Authorized Adobe® Training Center), Madrid (Spain)

2009 - 2014
Oct - July

BACHELOR OF ADVERTISING AND PUBLIC RELATIONS

University of Seville, Sevilla (Spain)

INTERESTS

I'm also a passionate about Illustration and filming. Mainly, everything related with any visual skill.

2016 - 2017

ILLUSTRATION ONLINE TRAINING

Domestika (www.domestika.org)

- Character design: from the draft to final art
- Corporate Illustration
- Drawing for beginners
- Vector illustration
- Advance techniques of vector illustration
- Inphographic
- Designing apps