

Rubén Romero

● UX/UI Designer & Frontend Developer

CONTACT

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EXPERTISE

UX research and audits
Information architecture
Prototyping
Design systems
Accessibility
AI for design
Frontend

TOOLS

Figma • Sketch • HTML • CSS •
JavaScript • React

EDUCATION

BA in Graphic Design
EADE • University of Wales
2011 — 2014
Second Class Honours, Division 1

CERTIFICATIONS

Design Accessibility
AI in UX/UI Design

LANGUAGES

Spanish • English

PROFILE

I design digital products and I build them. I work across user research, interface design and the code that takes it to production.

I have spent more than 11 years designing interfaces and digital experiences. I started as a graphic designer and frontend developer at an agency, and have since worked in software consulting, on the product of a cybersecurity company and with e-commerce brands.

I want every screen to make clear what you can do, why it matters and what comes next. That is why I work end to end: information architecture, flows, prototypes, accessible design systems and, when needed, the frontend.

EXPERIENCE

Co-founder • UX/UI & product strategy • Deseo Lab Nov 2025 — present
I design and optimise interfaces end to end so users instantly understand what they can do and what the next step is.

- Information architecture, user flows and wireframes for web and product.
- UX audits to spot friction in key journeys and turn it into actionable backlogs.
- High-fidelity UI and design systems that are consistent, accessible and easy to ship.
- UX metrics (funnel drop-offs, form completion) and iteration with A/B tests and prototypes.

UX/UI Designer • Twelve Legs Marketing LLC Jul 2023 — present
UX/UI design and web development for e-commerce brands, from flows and wireframes to high-fidelity UI, focused on conversion and checkout.

UX/UI Designer • Freelance Jun 2023 — present
UX/UI design across industries: UX audits, wireframing, prototyping and UI for web and product.

- Interactive shop window and web app for Celeste, by Familia Torres (2025).

Product Designer • Cybersecurity company May 2021 — Jun 2023
Owned the whole interface and user experience of the product. Learned React to balance technical constraints with the design proposal.

Creative Developer & UX/UI Designer • Bekodo Jun 2016 — May 2021
At this software consulting firm I optimised the design process across multiple digital platforms, working alongside a development team.

Graphic Designer & Frontend Developer • Binaría Agencia Digital Jul 2014 — Jun 2016
Creative projects and web development for corporate clients, working with the creative director and the CTO.