
Nil Vila Martos

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Product designer

I rethink digital products and services with a user-centered mindset and a sharp eye for detail. I'm always curious, collaborative by default, and always looking for ways to make complex interactions feel effortless.

Skills

UI/UX design
Service design
UX research
Prototyping
Agile methodologies
Motion design
Identity and branding
Front-end development

Tools

Design

Figma
Photoshop
After Effects
Illustrator
InDesign
Lightroom
Optimal Workshop

Development

HTML / CSS
JavaScript
React, Vue, Angular
Wordpress
Processing

Collaboration

Monday.com
Trello
GitHub

Languages

Catalan — native
Spanish — native
English — C1 Advance (2018)

Experience

User experience designer, Viewnext-IBM

August 2022 — Current

I worked on various IBM projects for CTTI (part of the Government of Catalonia), focused on rethinking and improving services and digital products for over 200.000 public workers.

- Conducted user interviews and analyzed insights to identify key opportunities.
- Organized ideation sprints to prototype solutions across service touchpoints.
- Created prototypes in Figma and Optimal Workshop to test proposals and iterate based on user feedback and usability metrics.
- Designed interfaces, focusing on accessibility and streamlined interaction flows.
- Participated in design critiques, offering feedback and proposing improvements.
- Designed visual identities and graphic assets, with consistency across channels.
- Produced videos in Adobe After Effects to share initiatives and teach concepts.
- Created reusable templates for presentations and other design deliverables.
- Wrote front-end code to ensure the development matched the design proposal.
- Modified and fine-tuned UI components in React and Angular to improve interaction behavior and accessibility.

Digital design intern, Nixi for Chidren

September 2021 — January 2022

I worked on upgrading the marketing webpage from a standard WordPress theme to a solution more tailor-made for the brand and mission.

- Designed various pages to enhance brand visibility and drive user engagement.
 - Implemented multiple pages utilizing WordPress and custom code, ensuring quality across all browsers and devices.
 - Crafted and refined a simple design system to maintain brand consistency across the website, and to elevate its online presence.
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Education

2018 — 2022

Bachelor's Degree in Design

EINA, Centre Universitari de Disseny i Art de Barcelona