Hi! I'm

EVER BARON

Senior UX/UI Product Designer



ABOUT ME

Technology · Digital product · Mountain · Enduro · Gravel · Splitboard

I'm 36 years old and work remotely from Barcelona.

I enjoy working at the intersection of business, users, and technology: my mission is to understand what users need, what the business goals are, and what technical implications each solution entails.

My career started combining visual design and web development. Over time I moved toward product design, working on startups, SaaS, proptech, ecommerce, and complex B2B platforms. My background as a developer helps me collaborate better with technical teams and design products that are clear, useful, and feasible.

In my spare time I love going out with friends to ride bikes and do splitboard. Nothing beats enjoying the mountains, trails, and snow in good company.

+15 years of

EXPERIENCE

Ecommerce · SaaS · B2B Platforms · Marketplaces · Conversion funnels · Onboardings · Marketing landings · Payment systems · Complex data visualization · Technical product

Freelance

October 2024 — Present

Senior UX/UI Product Designer

Digital product design, ecommerce, landings, and visual systems for brands and digital businesses. I work from flow definition and prototyping all the way to final UI, documentation, and dev handoff.

Wallbox Chargers

June 2021 — October 2024

Senior UX/UI Product Designer

Product design for electric mobility platforms focused on energy management, charger management, public charging payments, and incident diagnostics.

I worked on user research, complex flow definition, prototyping, UX/UI, design systems, and validation through usability testing and product metrics, collaborating closely with product, development, and business teams.

Antai Ventures

June 2018 — June 2021

Senior UX/UI Designer · Frontend Developer

Product design and development for a proptech: software for real estate agents, a conversion funnel based on property valuations, and a property marketplace. I worked on end-to-end UX/UI, information architecture, prototyping, validation, and component development in Storybook with React.

JellyBrains Digital Studio

February 2013 — June 2018

UX/UI Designer ·Web Developer · Branding

Web design, development, and branding at a digital studio across varied projects: landings, SaaS, apps, and ecommerce.

Circontrol

January 2012 — February 2013

UX/UI Designer · Web Developer · Branding

Web design and development for a technology company in the industrial sector, along with the creation of catalogs, leaflets, and digital and print commercial communication materials.

EDUCATION

UX Certificate · CFGS Diseño y Desarrollo Web

Education

CFGS Design — Degree in Graphic and Multimedia Design
CFGS DAW — Degree in Web Application Development
Google UX Certificate
Baccalaureate in Social Sciences and Humanities

Languages

Spanish (Native)
Catalan (Native)
English (B2)

PROCESSES & SKILLS

IA · User research · Prototyping · Usability testing · Design systems · Product analytics · Frontend · Documentation & handoff · AI applied to design

AI applied to design

Cursor + Figma MCP
IA generativa para assets

UX / UI & Product Design

Investigación de usuarios
Arquitectura de información
User flows
Wireframes
Prototipado
Usabilidad
Accesibilidad
Sistemas de diseño
Figma

Analytics & validation

Mixpanel
Google Analytics
Hotjar
Tests de usabilidad
A/B Testing

Frontend & technical collaboration

HTML
CSS
JavaScript
React
Storybook
Design tokens

CONTACT

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