

UX / UI DESIGN / PRODUCT DESIGN / SERVICE DESIGN
ART DIRECTION
CREATIVE DIRECTION

@marieobelleiro

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EDUCATIONAL BACKGROUND

Member of Design System Pro by Shift+R (with Raúl Marín)

Member of Interaction Design Foundation: following the last trends about AI - Accessibility - Human behavior through masterclasses or expert courses.

School Psychology and Kabbalah. Professor Mario Saban. Constantly attending to masterclasses or courses.

Boot Camp UX / UI Design (480 hours)
Neoland with Raúl Marín - Madrid, Spain, 2022

Degree in Philosophy (Taking individual courses)
Universidad de Educación a Distancia (UNED) - Spain, 2022

Master in Interactive Design
(!) Award for Best Project
Istituto Europeo di Design (IED) - Madrid, Spain, 2000

Escuela de Arte Pablo Picasso (Art School)
Specializing in Advertising and Graphic Design
La Coruña, Spain, 1989-1993

BAC B
Baccalauréat Sciences Economiques et Sociales
(Bachelor's degree in Economic and Social Sciences)
Lycée Honoré de Balzac. Paris, France, 1989

LANGUAGES

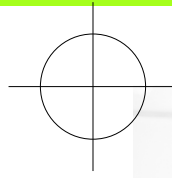
Bilingual French / Spanish (Native languages)
English: Written: C1; Spoken: B2

TASKS / SKILLS / METHODOLOGIES

Information Architecture / Flows / Content Strategy /
Atomic Design / Design System / Visual Communication /
Design Sprint / Design Thinking / Lean / Desk research /
Interviews / Questionnaires / Focus Groups / Card sorting
/ Analysis + Synthesis / Agile / Team Building / Co-creation
Dynamics / UX Writing / Story Telling / Public Presentations
/ Brand Design

SOFTWARE

Figma Expert - Claude - Cursor - Codex
Storybook
Adobe Suite : Indesign + Photoshop + Illustrator



WORK EXPERIENCE

2020 — Currently
UX/UI - PRODUCT DESIGNER freelancer/consultant for clients like **Avallain** (main job : 32 h/week), Neuroprofiler, Deliberativa.org, Ambushed.TV, Universidad Politécnica de Madrid, Fundaciones para el Clima, Elkanodata, Telus, etc.
www.marieobelleiro.com

2008 — 2025
UX DESIGNER IN PUBLIC SPACES:

- **ESTA ES UNA PLAZA**, a project for the revitalisation of citizen participation in public space (a community garden).
Legal representative of the association from 2012.

- **MUSEO ABC** - Museum of Drawing and Illustration: designer of the Museum's signage, of all the information pieces (brochures, furniture) for the use and enjoyment of the space: common areas and exhibitions, in close collaboration with the Museum's staff, obviously.

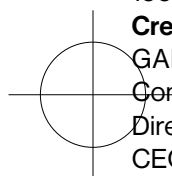
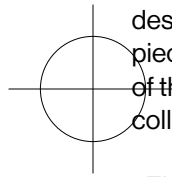
- **EXHIBITIONS and LAUNCHING EVENTS** : From Cano Estudio one of our main activities was the design of exhibitions as well as numerous communication events, which consisted of offering a special experience to renowned journalists and VIPS. www.canoestudio.com

2008 — October, 2019
Art Director and director of the graphic department of **CANO ESTUDIO**, Madrid, Spain. Working for clients of art / design / life style / luxury / beauty sector.
Directors: [Jesús Cano](#) (now Editor-in-Chief of ELLE DECORATION) + Alfonso Arbolí.

2003 — 2005
Art Director for **CANO ESTUDIO**, Madrid, Spain.
Directors: [Jesús Cano](#) + [Enric Pastor](#) (before he became Editor-in-Chief of AD ESPAÑA (Architectural Digest)).

1998 — 2001
Creator and director of the graphic department of **D&CO Communication Agency**, Madrid, Spain.
Directors: [Dione Bañeres](#) (before she became Editor-in-Chief of Cond Nast.es) + [José Vázquez](#).

1994 — 1998
Creator and director of the graphic department of **GALICIA MEDIA + EDICIONS LEA**, Santiago de Compostela, Spain.
Directors: [Francisco Campos](#) (before he was named CEO of Radio Televisión de Galicia).



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