

# Miguel Divo

Phone: +44 7767417749 | E-mail: [migueldivo11@gmail.com](mailto:migueldivo11@gmail.com) | [Portfolio](#) | [LinkedIn](#)

## Education

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*Loughborough University* / Loughborough, UK (Oct-2023 to Present) Masters:

- **User Experience and Service Design**, M.A.
- **Modules:** Design Research Methods, Usability Principles & Practices, Experience Design, Service Design, Design for Inclusivity

*Queen Mary University of London* / London, UK (Sep-2020 to Jul-2023) Bachelors:

- **Creative Computing**, BSc (Engineering) with Honour – **First Class** (1st)

*Jumeirah College* / Dubai, UAE (Sep-2013 to Jun-2020):

**AS & A Level:** Computer Science – **B**, Art & Design – **A\***, Physics – **B** (*AS & A Level*)

**GCSEs:** Computer Science – **A**, Mathematics – **7/A**, Art – **B**, English – **7/A**, Spanish – **A**, Triple Sciences – **8/A\*-A**, Other – **A-B**

## Experience

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**UI/UX Designer**, Lboro UXathon23 (Hackathon) with Pixeled Eggs (Nov-2023):

- Part of a 5-member team working with client to create virtual physiotherapy app wireframe.
- Worked with client to understand the user's journey to map out the key user flows. Integrated my team's diverse perspectives to create a cohesive app tackling user's pain points and needs.
- Ideated the solution of a gamified experience to motivate patients to keep at their physio program remotely without missing out on the physical session.

**Technology Internship**, Bright Network IEUK (Jun-2023 to Jul-2023):

- Tackled a real-world scenario task from Lloyds Banking Group to develop an innovative technical solution for SMEs to achieve net-zero carbon emissions.
- Proposed an online marketplace that brings together sustainable SMEs, suppliers, and industry experts, offering features such as a sustainable supplier directory, knowledge hub, collaborative tools, and a carbon footprint tracker for SMEs to achieve net-zero.

**UI/UX Designer**, FDM UI/UX Design uHack Challenge (Jun-2023):

- Led a 3-member team to create a wireframe for FDM's Alumni Network using Figma.
- Incorporated requirements interviewed and discussed with stakeholders to gauge the needs for the users. Pitched the wireframe and presentation to the competition's board panel.
- Assigned diverse roles and collaborated effectively to create a polished proposal that incorporated everyone's ideas and questions, winning the competition.

**UI/UX Designer**, Freelancing (April-2022 to Feb-2023):

- Crafted a high-fidelity Figma wireframe web design for Carchived, an Instagram car page, ensuring a seamless user experience and minimalistic design.
- Figma prototypes of web designs and graphics for Archive Radio, focusing on dashboard design without information overload.
- Actively engaged with clients to understand their vision, requirements, and branding guidelines, and incorporating feedback to exceed their expectations.

## Projects

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**Service Design**, Plenty to Plate (2024):

- Designed a future vision for allotment's surplus food to go to food bank within a 15-min neighbour, encouraging community action, broader societal engagement, and positive impacts.
- Familiarised with systemic thinking principles and a range of service design methods to design a transformative service comprising of multiple inter-related touch points between service, stakeholders, and end users.

### **Experience Design, Sun Trade App (2024):**

- Utilised Lean UX Agile approach to create a solar trading app with autonomous functionality, focusing on human centric design process and core experience design principles to design a useful, usable, and satisfying user experience meeting the needs of users and organisation.
- Following a 'build-measure-learn' mentality to understand the users' needs of time poor parents to trade their solar energy in one click. I created a minimal viable product based of the desired user task flow, testing the MVP, and iterating the MVP with results and feedback from user prototyping.

### **Undergraduate Dissertation Project, ParallelTracks (2023) [Link to page:](#)**

- Used Django/Python to create a music recommendation website for underground artists.
- Figma used to develop an interactive/effectively informative page through minimalism.
- User testing conducting to check the usability and ease of navigation of the website.

## **Skills and Interest**

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**User Research:** During my postgraduate projects, I honed my user research skills, conducting ethical interviews and observations while quantifying data to identify trends in people's pain points, turning these insights into design opportunities. Further applying quantitative/qualitative evaluations to user tests to check the usability, feasibility, understanding of the tested prototype/service/product.

**Frontend Development:** Experience in frontend development during my undergraduate using HTML/CSS, JavaScript, Bootstrap, and backend with Django/Python. My dissertation project enhanced my understanding of information architecture, focusing on user-friendly data organisation

**Teamwork & Collaboration:** Working in groups projects involving members from multidisciplinary backgrounds and experiences exposed me to understanding different perspectives to tackling problems, opening my eyes to the wider consideration each decision requires which is not a simple A-B scenario.

**Problem Solving:** During my internship at Bright Network IEUK, I tackled a unique challenge of helping SMEs achieve net-carbon zero. I demonstrated problem-solving skills by swiftly assessing the issue, exploring innovative approaches, and devising a mobile app to provide SMEs with comprehensive information and resources, promoting accessibility and sustainability.

**Communication:** Playing 'Thought Provoker' through my postgraduate team projects healthily, challenging ideas constructively to spark deeper discussion helped bridge communication gaps and fostered a collaborative environment in the team where everyone's voice is heard. Ensuring transparency and understanding ultimately led to unified and successful team projects.

**Design:** User Research, Wireframing, Usability Testing, Prototyping, Presentation, Inclusive Design, Service Design, User-Centric Design, Agile/Lean Approach, Design System

**Technical:** Figma, Miro, Canva, Adobe Photoshop, HTML/CSS, JavaScript

**Interests:** Art, music production, motorsports, football, videogames, Lego, Star Wars.

**Languages:** Fluent in Spanish and English.

- Partaker in '**Let's Talk Design**' Talk at Loughborough University (2023-Presnet): Open discussing about various topics of design; product/interaction design, art, architecture, etc.
- Part of **Design Engineering Society** at Queen Mary University of London (2022-2023): Learned about Design Thinking and learning to use design software (Adobe XD and Figma)

## **Certifications & Achievements**

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- **Lboro UXathon23:** '*Best Client Relationship*' award (Nov-2023)
- **FDM Group UI/UX uHack:** '*Winners*' award (Jun-2023)
- **The Fundamental of Digital Marketing:** *Google Digital Garage* (Jun-2023)
- **Designing Accessible Components in Figma:** *LinkedIn* (Mar-2023)
- **UX Design Workshop:** *BrainStation London* (Mar-2023)
- **Christmas Fundraiser:** Volunteered for the Baal Dan charity, fundraising for disadvantaged children in 3rd world countries; visually impaired children schools in India and raised money for learning equipment. Each year we have been able to raise 6000AED (2018-2020)