

Olga Cacenabes Vázquez

Senior Brand Designer · Art Direction · Visual Design · UX/UI

Design is one of my biggest passions. After 15 years of experience in the field, I consider myself a team player with great design craft skills. Being proactive, empathetic and open-minded has helped me to be where I am today, both personally and professionally.

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AI TOOLS

Claude Code	=====
Cursor	=====
ChatGPT	=====
Midjourney	=====
Nano Banana	=====

DESIGN TOOLS

Figma	=====
Photoshop	=====
Illustrator	=====
InDesign	=====

LANGUAGES

Català	Native
Castellano	Native
English	Advanced
Português	Basic

AWARDS

Laus Silver '18 — 2018
Morillas Corporate Site

Work Experience

Shopify Inc. 2020 — Present
Remote · Barcelona

Senior UX Designer

2023 — Present

Brand-led design across product marketing pages, in-product tools, email campaigns and art direction. Owning narrative architecture, art direction, wireframes and visual execution on high-traffic surfaces. Designing end-to-end experiences spanning the full funnel — from acquisition through to onboarding within the SaaS product itself. Integrating AI tools (Claude Code, Cursor, ChatGPT, Midjourney, Nano Banana) into daily craft — prototyping, code-assisted production and image generation.

Selected work: shopify.com/domains, shopify.com/website/design, shopify.com/blog, shopify.com/enterprise/blog

Brand Design · Art Direction · Product Marketing Design · Tool Design · Email Campaign Design · Wireframing · Interaction Design · Motion · Visual Systems · Conversion · Performance · SEO · A/B Testing · Data-driven Design · AI-assisted Design

Sr. Marketing Designer — Growth R&D

2020 — 2023

Designed high-volume marketing assets and social media campaigns for growth experiments, partnering with product teams on rapid prototyping and visual testing.

Selected work: [Linkpop logo](#)

Art Direction · Visual Design · Corporate Branding · Social Media Campaigns · Product Design · Prototyping · Data-driven Design

Netzstrategen GmbH 2019 — 2020
Barcelona

Lead User Interface Designer

Led UI and visual design across web and app projects, owning art direction, interaction design and corporate branding for client products end to end.

Selected work: [Tebonin app](#), [Hauraton website](#)

Art Direction · Visual Design · UX/UI Design · Interaction Design · Website Design · App Design · Corporate Branding · Social Media Campaigns · Project Management

Morillas Brand Agency

2015 — 2019

Barcelona

Creative Manager

2018 — 2019

Led the interactive design team and creative direction across branding, web and editorial projects, overseeing visual quality and client delivery.

Selected work: Brand language and art direction for La Española.

Head of Interactive Design Team · Creative Direction · UX/UI Design · Website Design · Corporate Branding · Editorial Design · Advertising Campaigns · Packaging Design · Visual Design

Interactive Art Director

2015 — 2018

Headed the interactive design team, directing UX/UI, web and digital branding work for major consumer brands.

Laus Silver '18 winning project for Morillas Web.

Selected work: Web design for Cinco Jotas, Basi Group and Artgoritmo; La Cuina d'en Garriga and The Wittmore websites; Glovo Xmas email campaign; Unex internal app.

Head of Interactive Design Team · Art Direction · UX/UI Design · Website Design · Corporate Digital Branding · Interaction Design · Packaging Design · Visual Design

Freelance Art Director

2011 — 2015

Barcelona

Art Direction · UX/UI Design · Website Design · Corporate Digital Branding · Interaction Design · Packaging Design · Visual Design

Apple

2011 — 2015

Barcelona

iOS Technical Expert

iOS Technical Support at Apple Retail Genius Bar.

Oxygen

2011 — 2012

Barcelona

Visual Designer

Art Direction · Project Management · Corporate Branding · Editorial Design · Advertising Campaigns · Packaging Design · Visual Design

Cero

2010 — 2011

Barcelona

Visual Designer

Project Management · UX/UI Design · Website Design · Corporate Branding · Editorial Design · Advertising Campaigns · Packaging Design · Visual Design

Education & Certifications

Human Centered Design

2020

Coursera

Interaction Design · Rapid Prototyping · Paper Prototyping · Storyboarding · Heuristic Evaluation

Bachelor Degree in Graphic Design

2006 — 2010

EINA Centre Universitari de Disseny i Art de Barcelona · Graphic Design Specialization