



Senior Product Designer | UX Engineer

| IT background | | Ex-Zara & IBEX35

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EXPERIENCE

SENIOR PRODUCT DESIGNER (CONTRACTOR)

Dec 2021 – Present

Clients: Zara (Inditex), Digitup, Gestamp (IBEX35), Universidad San Jorge, Orthodontic SaaS Startup

- ZARA / Inditex (Dec 2021 – Aug 2022)**
Led UX for Zara Tools, the internal platform for engineering teams. Improved technical adoption by 77% through usability enhancements and visual design improvements. Delivered value every two weeks in agile squads with PMs, developers, and content designers.
- Digitup (Apr 2023 – Apr 2024)**
Directed UX strategy for clients like Gestamp and Universidad San Jorge.
 - At Gestamp, increased C-level engagement by 42% via dashboard redesign and visual storytelling.
 - At Universidad San Jorge, boosted enrollment by 34% through form and experience optimization.
- Orthodontic SaaS (Apr 2024 – Present)**
Designed a SaaS platform from scratch for dental professionals, leading to:
 - 67% more efficient clinical workflows
 - 48% improvement in perceived platform reliability
 - 35% boost in user adherence
- General responsibilities across all roles:**
 - Conducted iterative user research, prototyping, and validation cycles.
 - Collaborated closely with developers to align UX with front-end implementation.
 - Built scalable design systems using Material Design and custom components.
 - Advocated for behavioral design techniques and data-informed decisions.
- Clinical workflow improvement: +67% efficiency, +48% perceived reliability, +35% user adherence.
- Coordination with the technical team and continuous validation with users (dentists).

FOUNDER & PRODUCT DESIGNER

July 2019 - December 2021 Company: Etecnic (contractor)

- I led the complete redesign of an electric mobility app, achieving: +39% completed charges, +43% activation rate, and +59% increase in positive App Store reviews.
Conducted user research to identify key friction points.
- Worked closely with the development team to create a scalable design system and ensure consistent implementation, maintaining tight collaboration throughout the entire product lifecycle.

UX DESIGNER

March 2019-July 2019 Company: Hispavista- Tech company

- Redesign of the job portal with a data-driven approach, applying iterative improvements based on usage analytics and user behavior.
- Implemented ideas in agile cycles, validating design hypotheses through rapid testing and continuous feedback.

UX/UI DESIGNER

July 17 -November 2018 Company: Veridata- Tech company

- Design of e-government software focused on efficiency and accessibility.
- Created a design system based on Material Design to ensure consistency and scalability.
- Conducted user research to tailor the interface to real administrative workflows.

UI DESIGNER & WEB LAYOUT

July 2016-March 2017 Company: Oesia - Tech company

- Redesign of the Bizkaia web portal, focusing on usability, accessibility, and compliance with public standards.
- Interface optimization to improve the citizen experience and facilitate navigation through digital services.



Senior Product Designer with 10+ years of experience designing complex digital platforms for enterprise, SaaS, and public sector clients.
With a degree in Computer Engineering and a postgraduate in Design, I combine technical fluency and strategic vision to create scalable, user-centered solutions. My work includes leading design for Inditex/ZARA, Gestamp (IBEX35), universities, and e-health platforms.

EDUCATION

TECHNICAL ENGINEERING IN COMPUTER MANAGEMENT
University of Deusto (Bilbao)

POSTGRADUATE IN DESIGN
Polytecnic University of Barcelona

WORKSHOPS

BEHAVIOURAL DESIGN
Behavioural School (30h)

PRODUCT DESIGN
The Hero Camp (70h)

USER EXPERIENCE
Redbilty (48h)

LANGUAGES

SPANISH Native
BASQUE Native
ENGLISH Full Professional Proficiency

SKILLS

UX & PRODUCT

- UX Strategy & Research
- Iterative Design & Prototyping
- Behavioral Design
- Workshop Facilitation

UI & VISUAL

- Design Systems (Material, Custom)
- Interaction & Visual Design
- Prototyping
- Branding For Digital Products

BUSINESS & TECHNOLOGY

- HTML/CSS (Hands-On Frontend)
- Data-Driven Design & Analytics
- Agile & Lean UX Collaboration
- Stakeholder Management & Leadership
- VibeCoding